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Ganick et al.

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(45) **Date of Patent: Aug. 16, 2016**

(54) **LOCATION-BASED MOBILE SERVICES AND APPLICATIONS**

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Related U.S. Application Data

(63) Continuation-in-part of application No. 14/058,678, filed on Oct. 21, 2013, which is a continuation-in-part of application No. 14/019,376, filed on Sep. 5, 2013, now Pat. No. 9,288,293, which is a

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H04N 7/18 (2006.01)
G06F 17/30 (2006.01)
(Continued)

(52) **U.S. Cl.**
CPC ***G06F 17/30522*** (2013.01); ***G06Q 30/02*** (2013.01); ***H04B 10/116*** (2013.01); ***H04B 10/1149*** (2013.01); *G01C 21/206* (2013.01); *H04W 4/008* (2013.01); *H04W 4/043* (2013.01)

(58) **Field of Classification Search**
CPC G06F 17/30522; H04B 10/1149; H04B 10/116; G06Q 30/02; H04W 4/008; H04W 4/043; G01C 21/206
USPC 348/61; 1/1; 701/201, 208; 707/706
See application file for complete search history.

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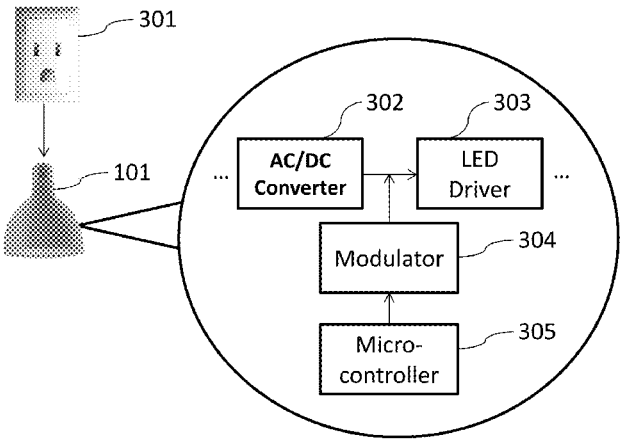
(57) **ABSTRACT**

In one aspect, the present disclosure relates to methods and apparatuses for performing a location-based search from a mobile device in a given location including an imaging sensor configured to capture a signal broadcast from a light source and a processor in communication with the imaging sensor configured to receive the signal from the imaging sensor, demodulate the signal to determine an identifier associated with the light source, receive a search query from a mobile device user requesting information relevant to the location of the mobile device, transmit the identifier and the search query to a search service, and in response to the transmission comprising the identifier and the search query, receive the information relevant to the location of the mobile device.

18 Claims, 72 Drawing Sheets



Related U.S. Application Data

continuation-in-part of application No. 13/718,233, filed on Dec. 18, 2012, which is a continuation of application No. 13/526,656, filed on Jun. 19, 2012, now Pat. No. 8,334,898, which is a continuation-in-part of application No. 13/446,520, filed on Apr. 13, 2012, now Pat. No. 8,947,513, which is a continuation of application No. 13/445,019, filed on Apr. 12, 2012, now abandoned, and a continuation of application No. 13/435,448, filed on Mar. 30, 2012, now abandoned, and a continuation of application No. 13/422,591, filed on Mar. 16, 2012, now Pat. No. 8,866,391, and a continuation of application No. 13/422,580, filed on Mar. 16, 2012, now Pat. No. 8,248,467, and a continuation of application No. 13/369,147, filed on Feb. 8, 2012, now Pat. No. 8,964,016, and a continuation of application No. 13/369,144, filed on Feb. 8, 2012, now Pat. No. 9,287,976, said application No. 13/526,656 is a continuation-in-part of application No. 13/446,506, filed on Apr. 13, 2012, now Pat. No. 8,994,799, which is a continuation of application No. 13/445,019, and a continuation of application No. 13/435,448, and a continuation of application No. 13/422,591, and a continuation of application No. 13/422,580, and a continuation of application No. 13/369,147, and a continuation of application No. 13/369,144.

(60) Provisional application No. 61/788,307, filed on Mar. 15, 2013, provisional application No. 61/715,950, filed on Oct. 19, 2012, provisional application No. 61/697,098, filed on Sep. 5, 2012, provisional application No. 61/639,428, filed on Apr. 27, 2012, provisional application No. 61/635,413, filed on Apr. 19, 2012, provisional application No. 61/567,484, filed on Dec. 6, 2011, provisional application No. 61/511,589, filed on Jul. 26, 2011.

(51) **Int. Cl.**

G06Q 30/02	(2012.01)
H04B 10/116	(2013.01)
H04B 10/114	(2013.01)
G01C 21/20	(2006.01)
H04W 4/00	(2009.01)
H04W 4/04	(2009.01)

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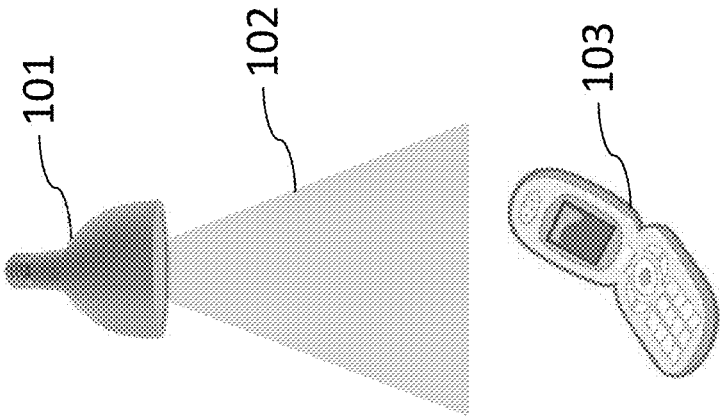


FIG. 1

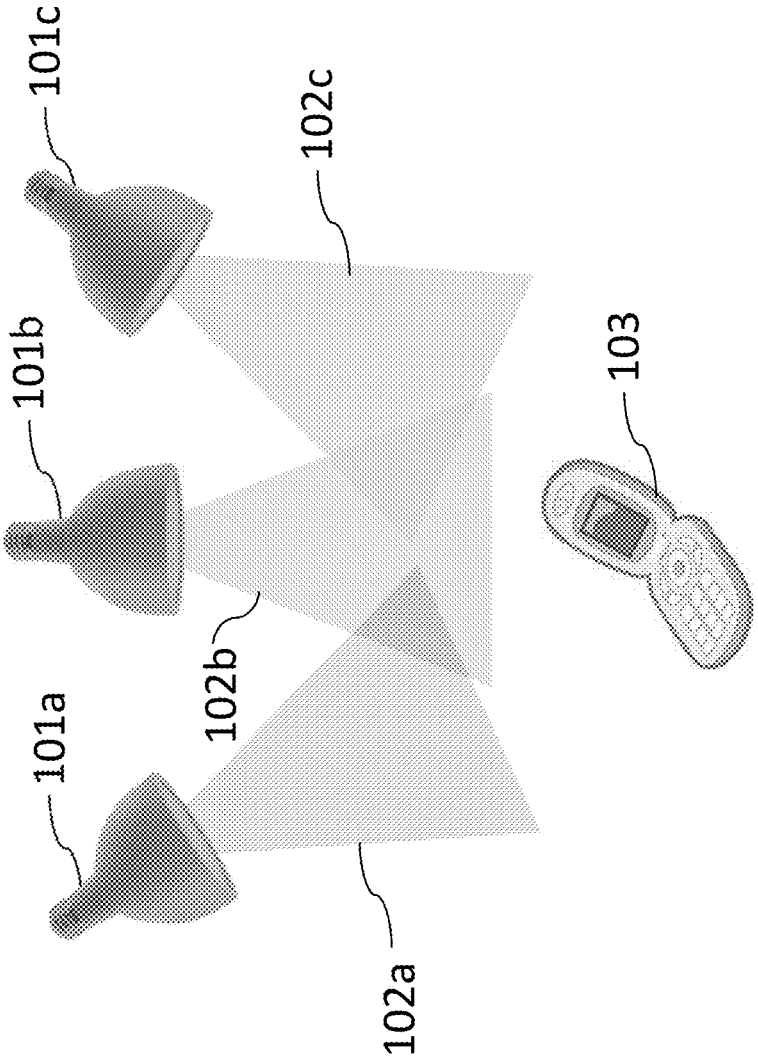


FIG. 2

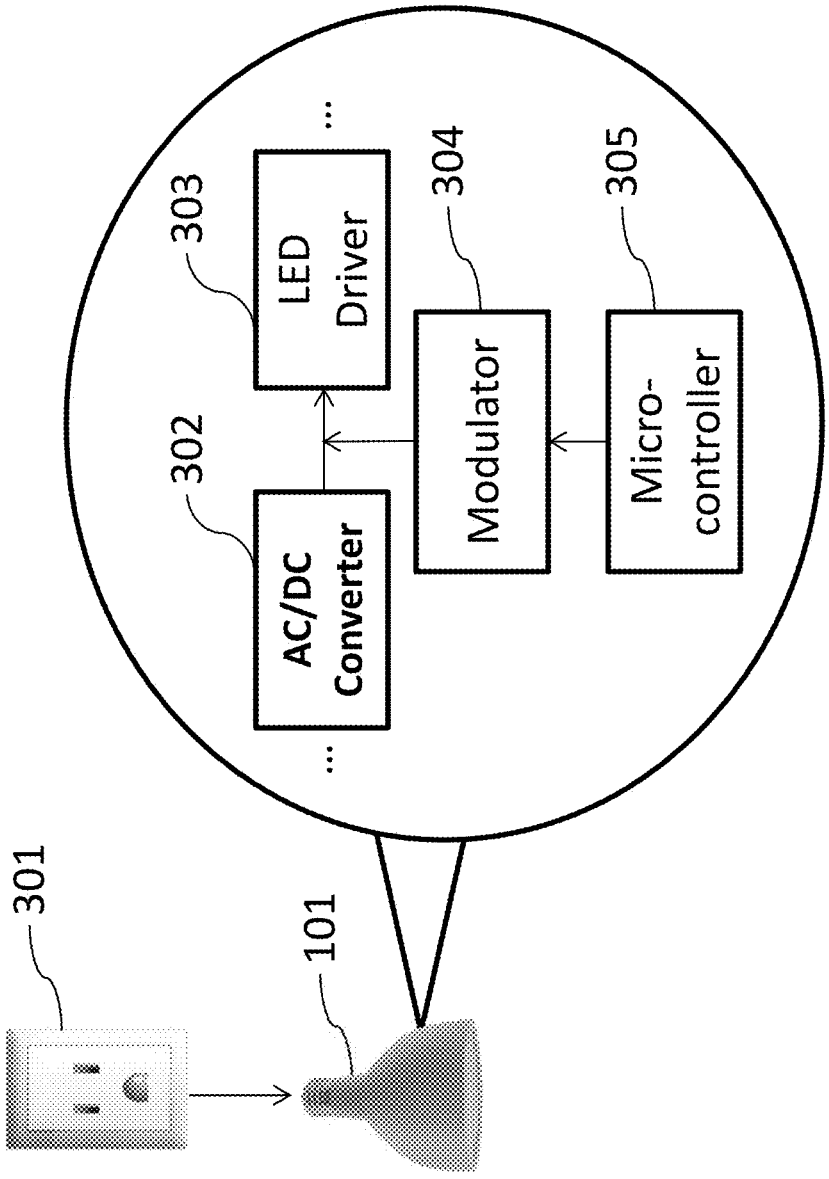
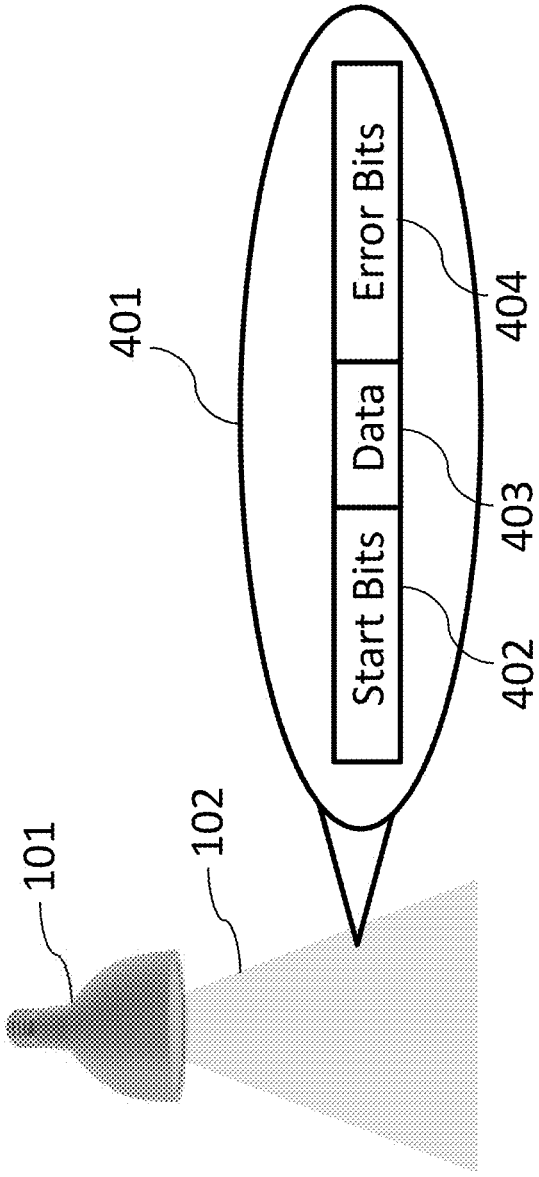

301
101
302
AC/DC Converter
303
LED Driver
304
Modulator
305
Micro-controller

FIG. 3



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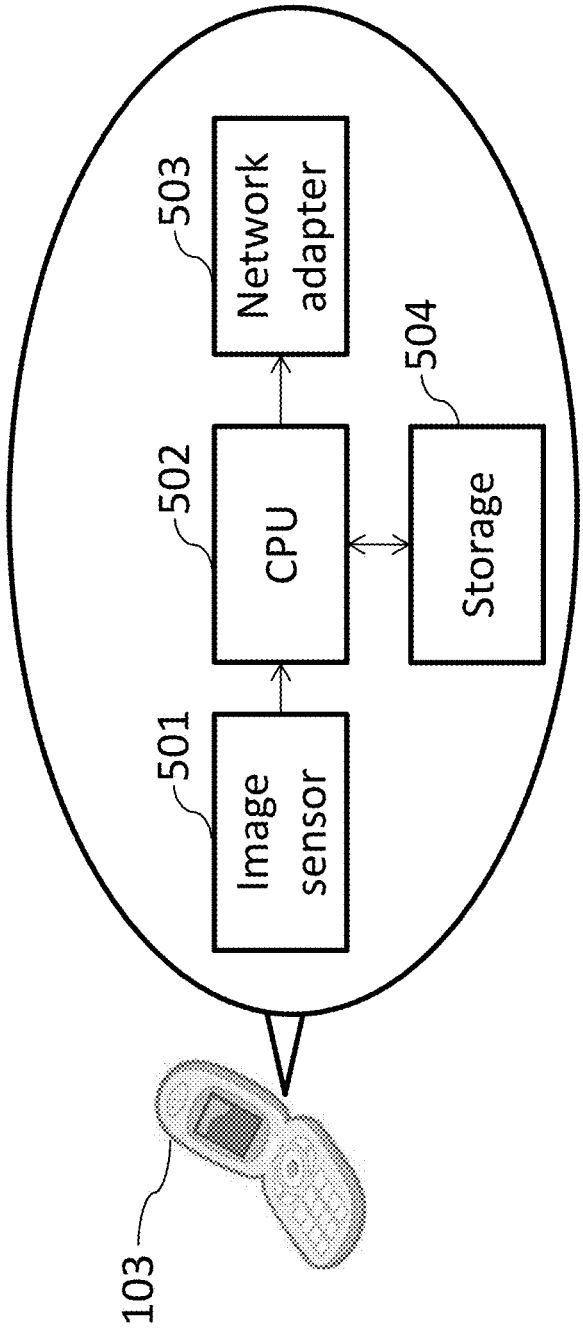
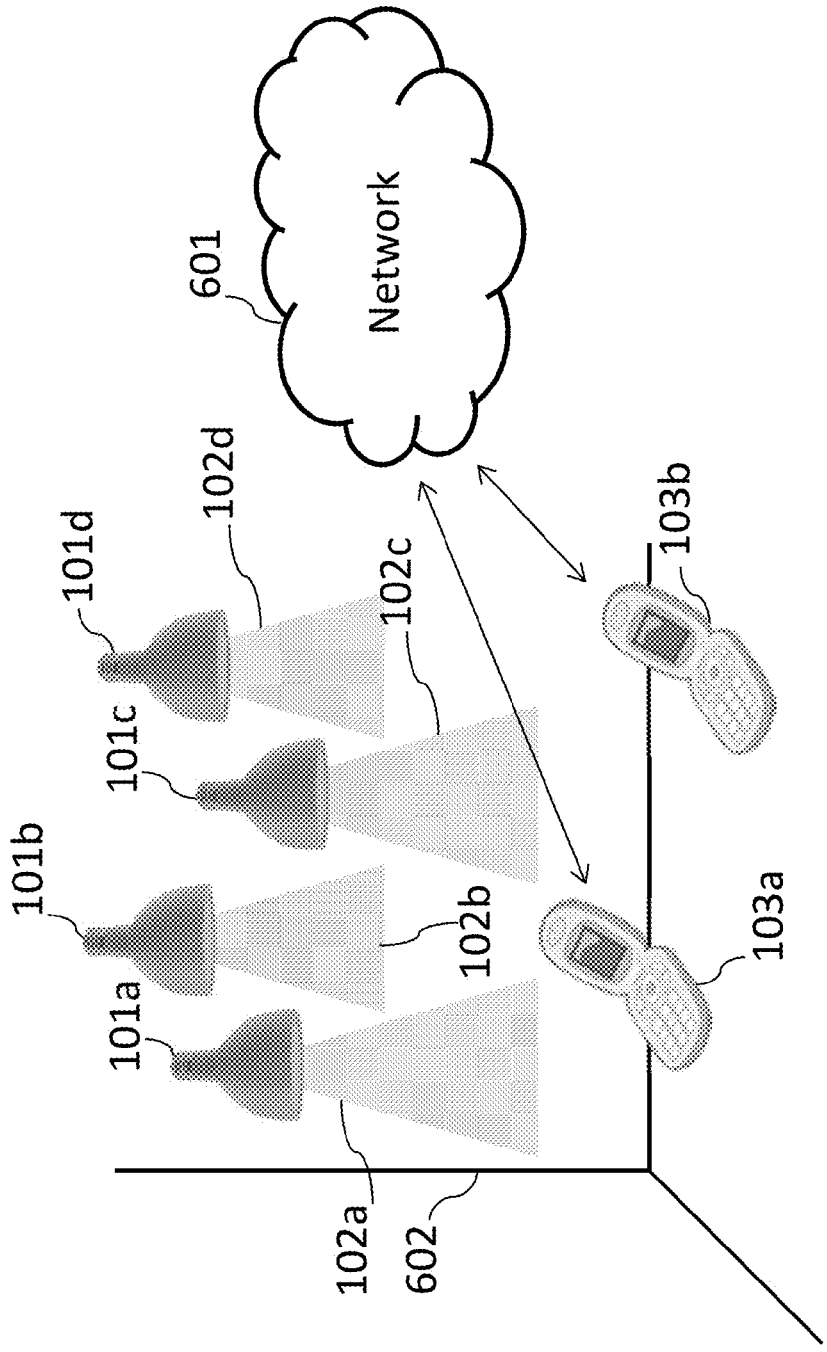

503
Network adapter
504
502
CPU
Storage
501
Image sensor
103

FIG. 5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102a
602

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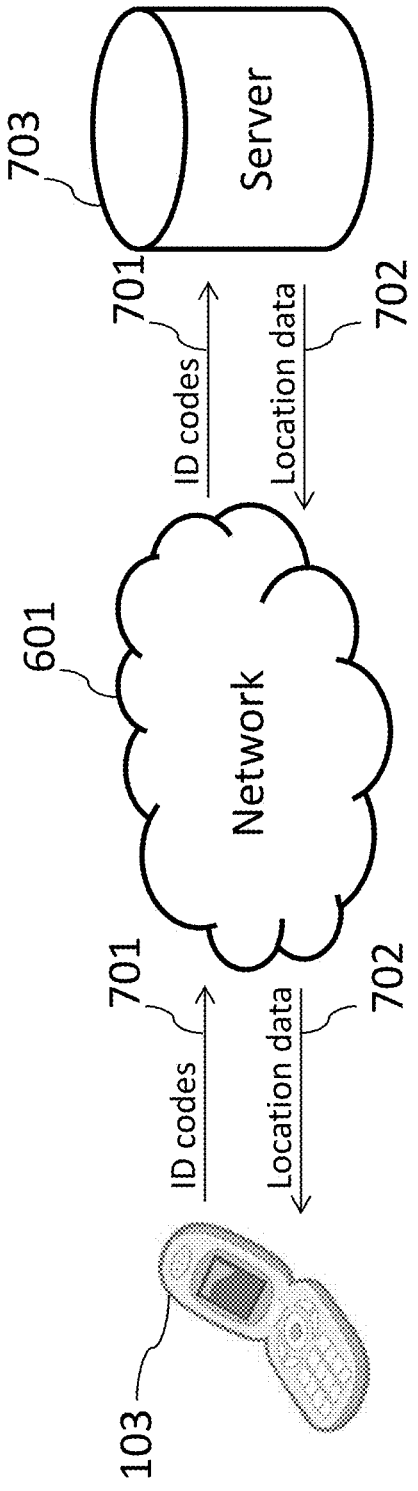
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Server
701
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Location data
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601
Network
701
ID codes
Location data
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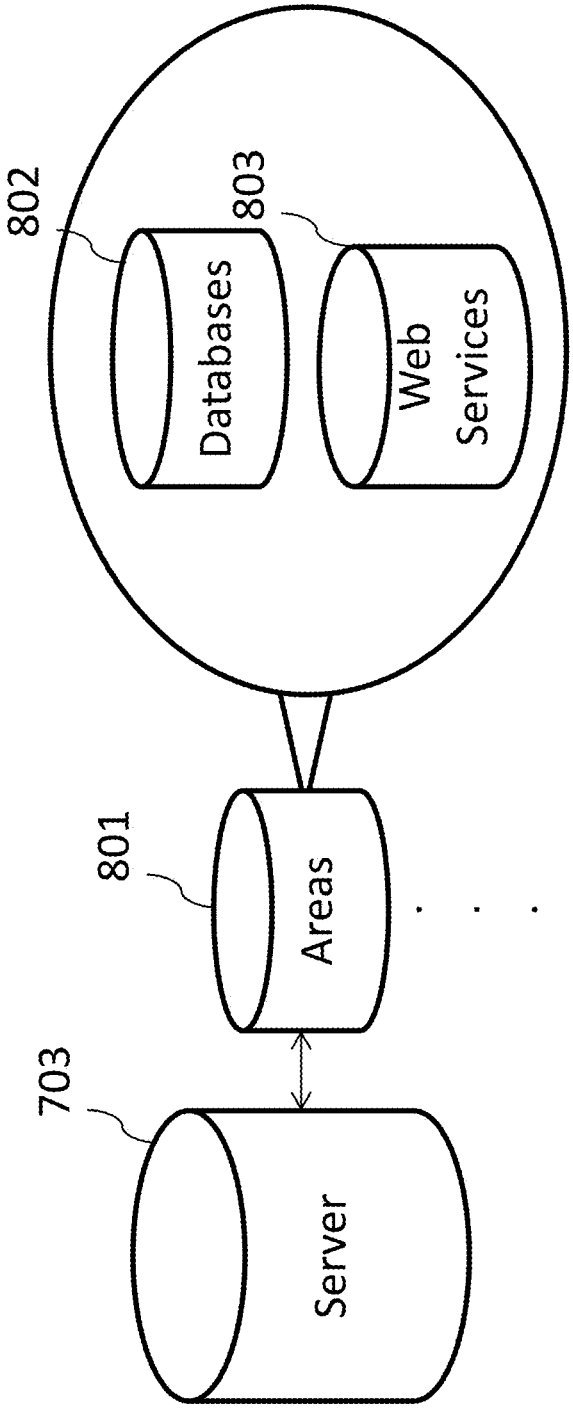
103

FIG. 7



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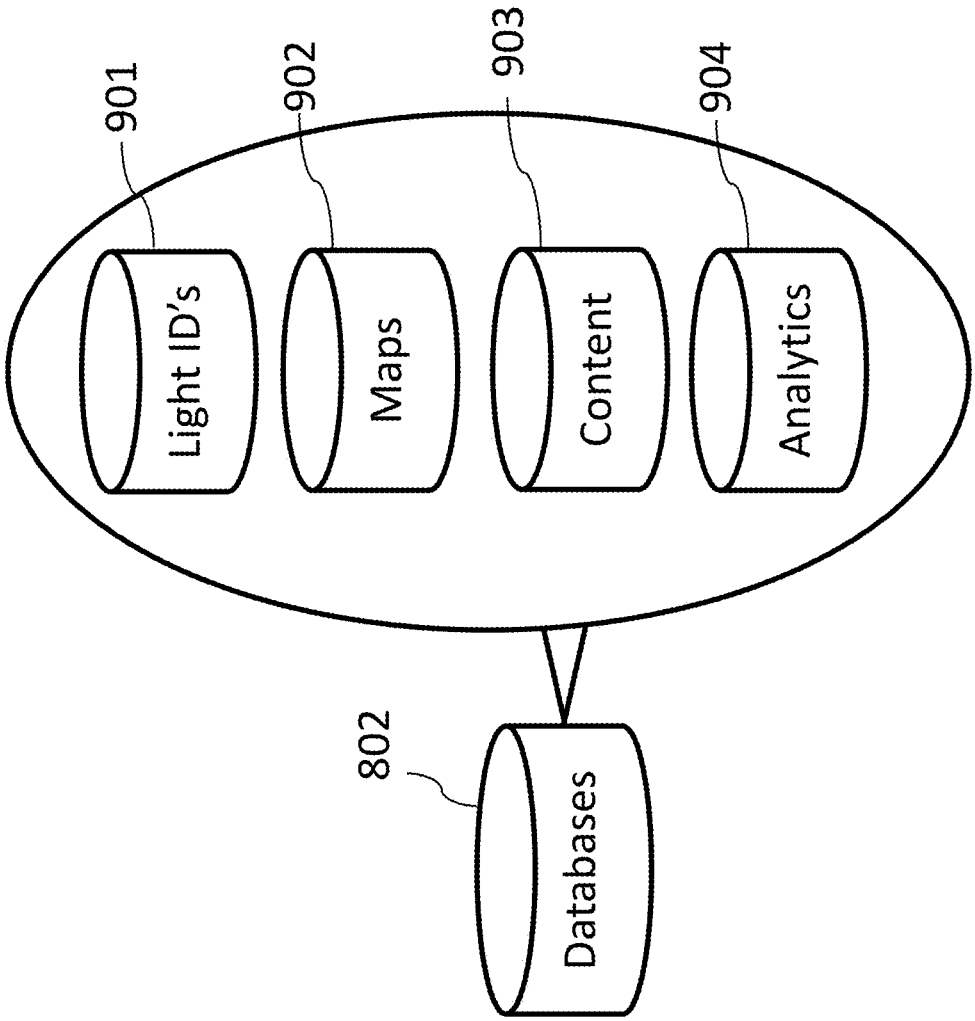
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FIG. 9

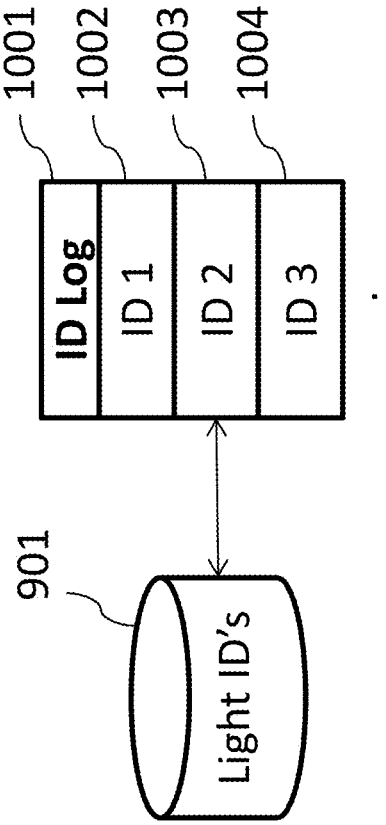


FIG. 10

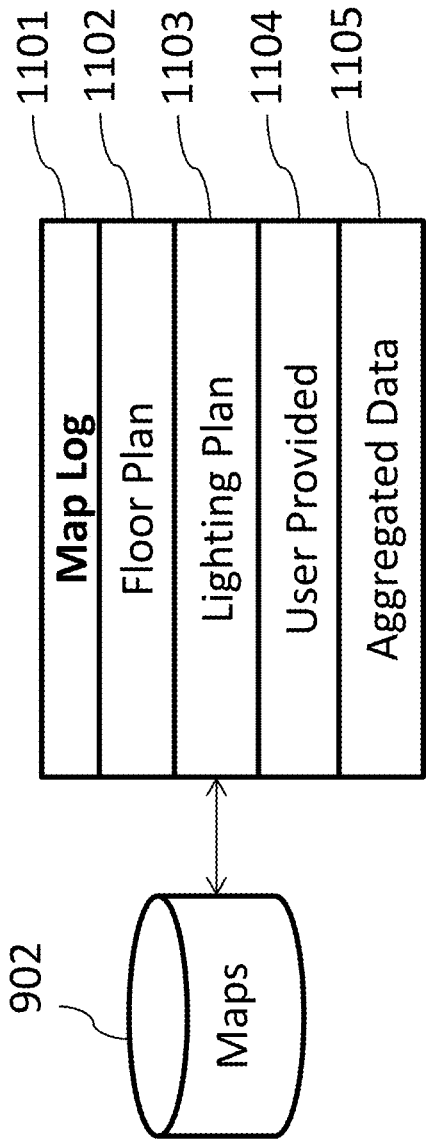

1101
1102
1103
1104
1105
Map Log
Floor Plan
Lighting Plan
User Provided
Aggregated Data
902
Maps

FIG. 11

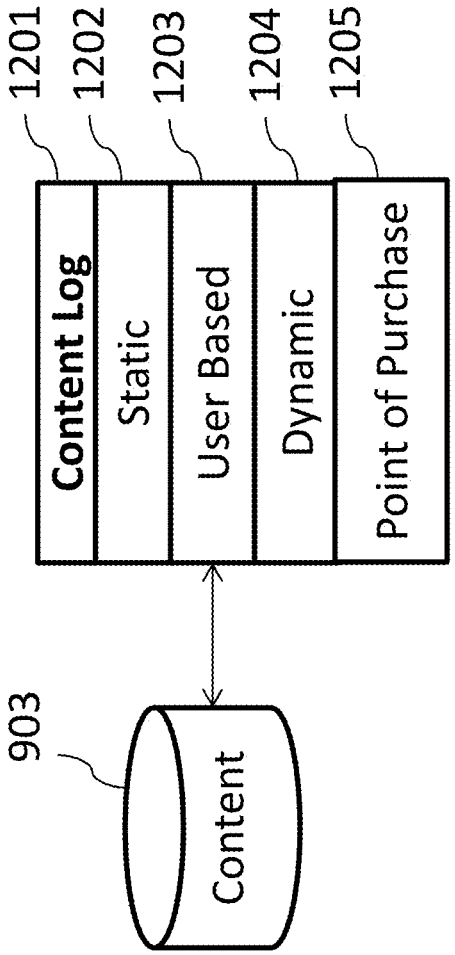

1201
1202
1203
1204
1205
Content Log
Static
User Based
Dynamic
Point of Purchase
903
Content

FIG. 12

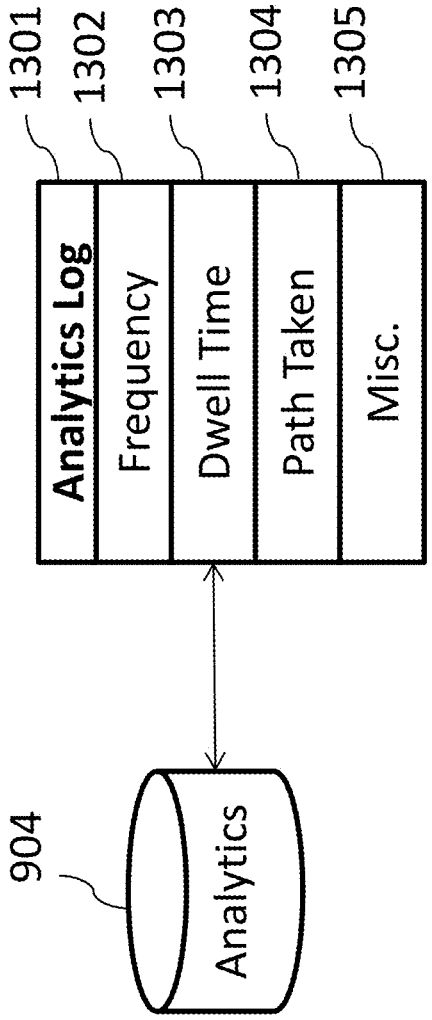

1301
1302
1303
1304
1305
Analytics Log
Frequency
Dwell Time
Path Taken
Misc.
904
Analytics

FIG. 13

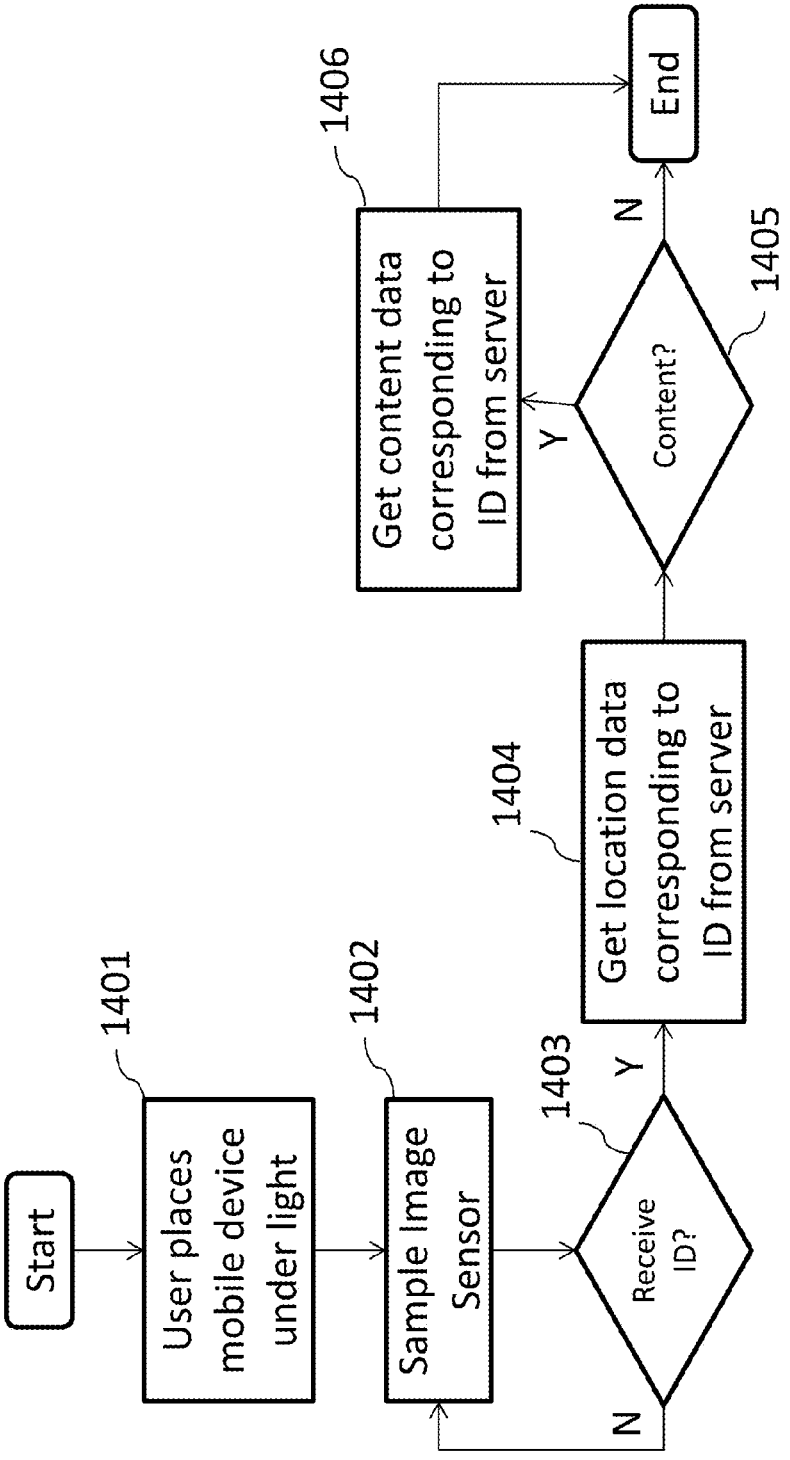

Start
User places mobile device under light
1401
Sample Image Sensor
1402
Receive ID?
1403
Y
N
Get location data corresponding to ID from server
1404
Content?
1405
Y
N
Get content data corresponding to ID from server
1406
End

FIG. 14

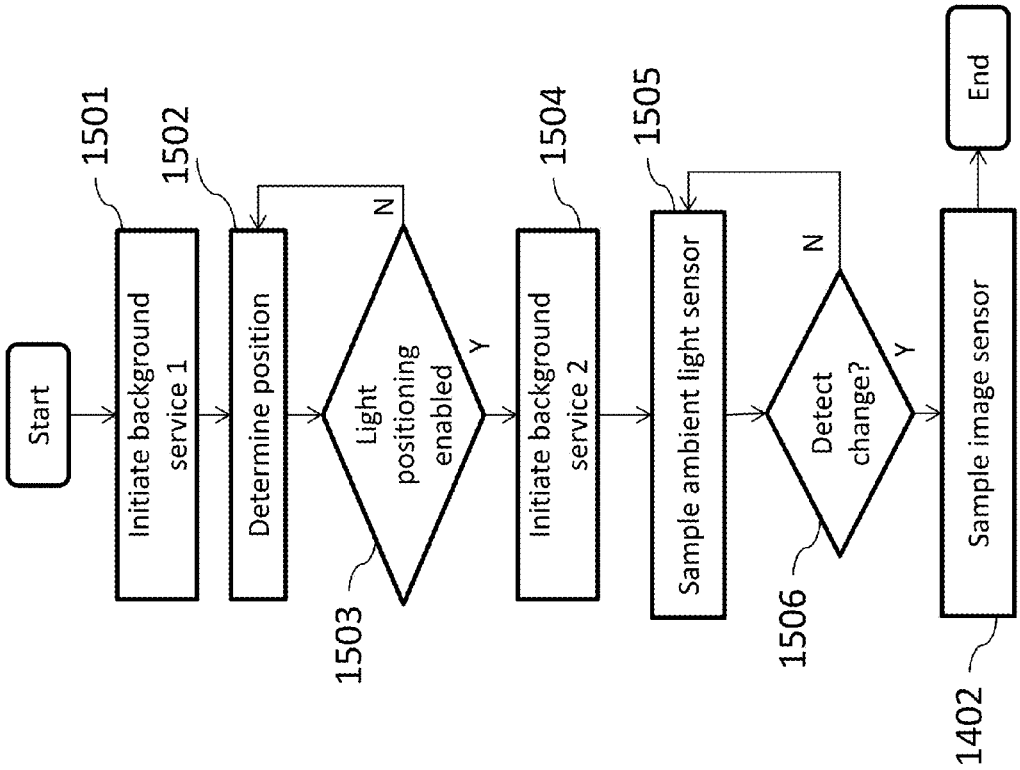

Start
Initiate background service 1
1501
Determine position
1502
Light positioning enabled
N
Y
1503
Initiate background service 2
1504
Sample ambient light sensor
1505
Detect change?
N
Y
1506
Sample image sensor
1402
End

FIG. 15

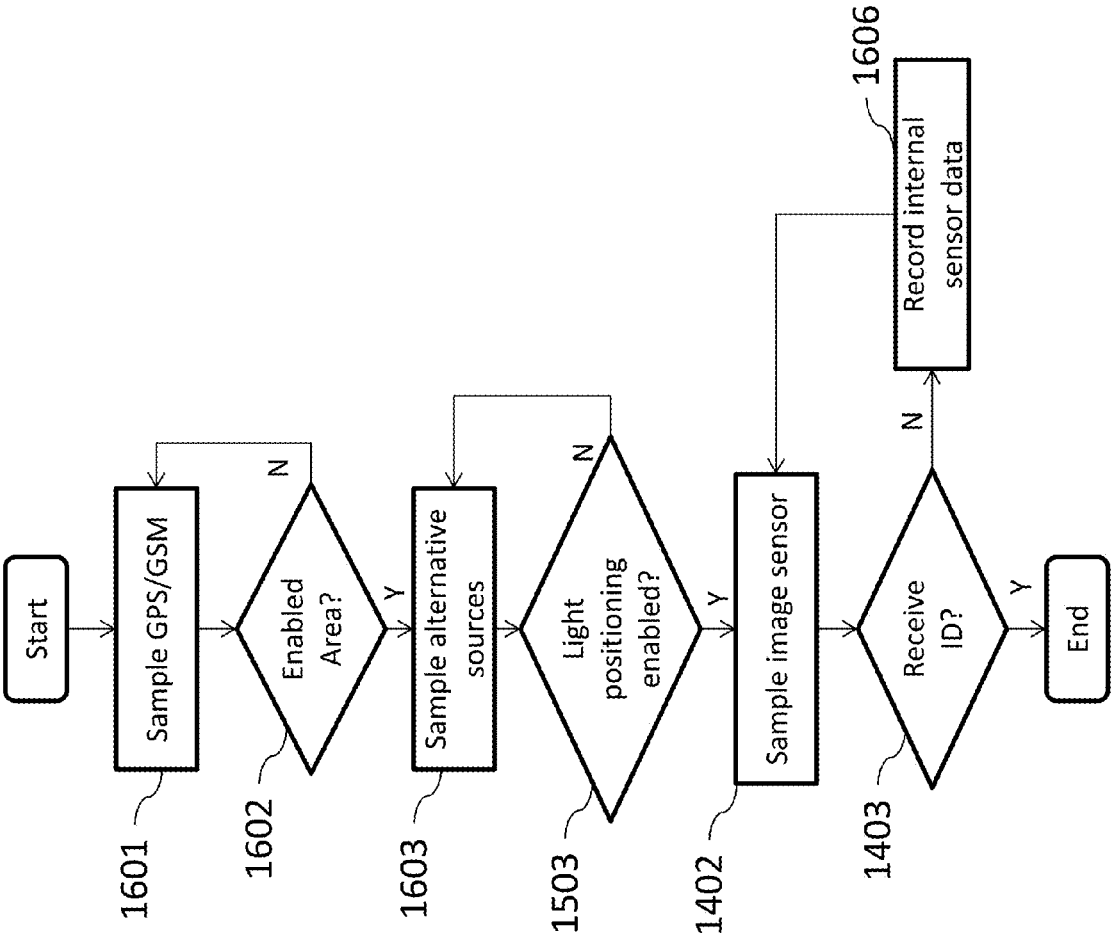

Start
Sample GPS/GSM
1601
Enabled Area?
1602
N
Y
Sample alternative sources
1603
Light positioning enabled?
1503
N
Y
Sample image sensor
1402
Receive ID?
1403
N
Y
Record internal sensor data
1606
End

FIG. 16

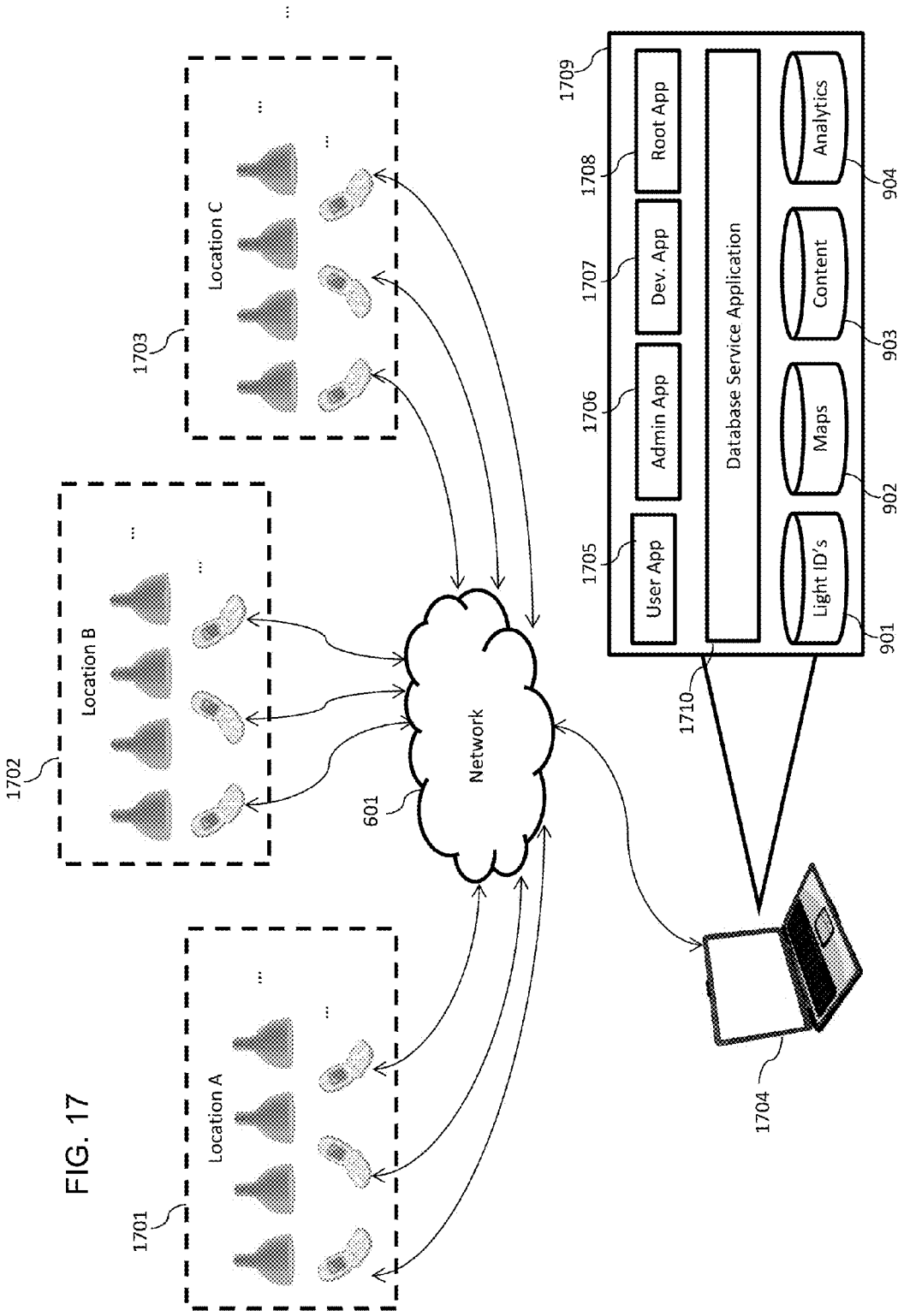

Location A
Location B
Location C
1701
1702
1703
Network
601
1709
1708
1707
1706
1705
Root App
Dev. App
Admin App
User App
Database Service Application
Analytics
Content
Maps
Light ID's
904
903
902
901
1710
1704

FIG. 17

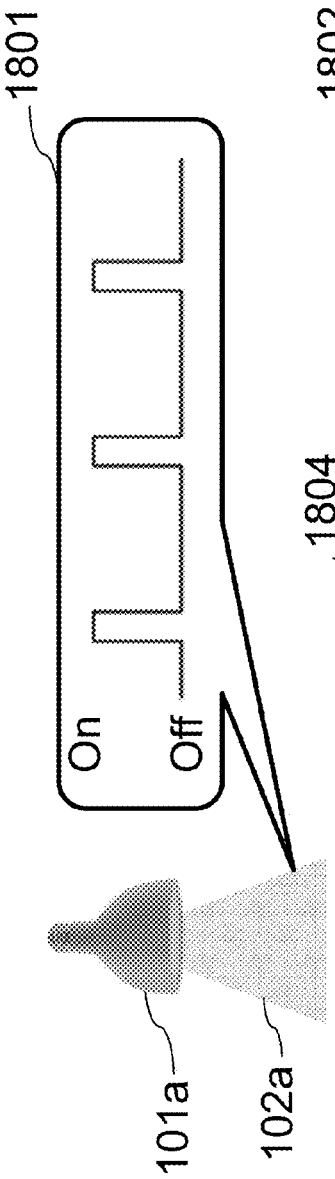


Fig. 18A

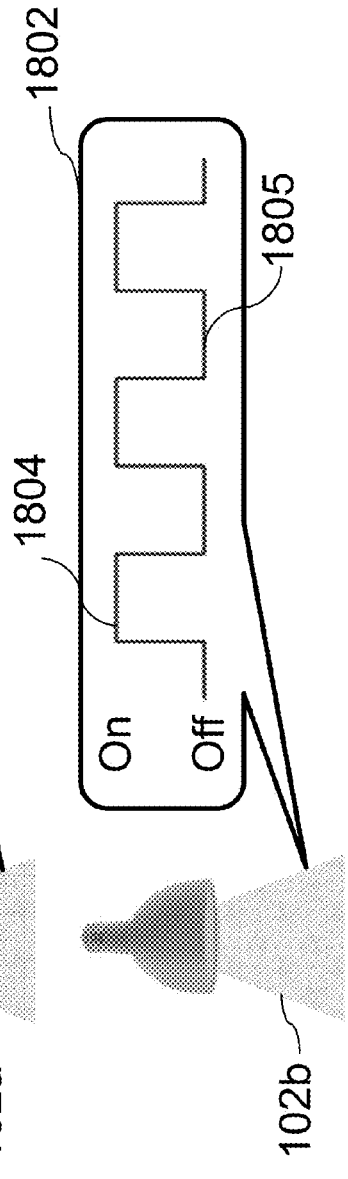


Fig. 18B

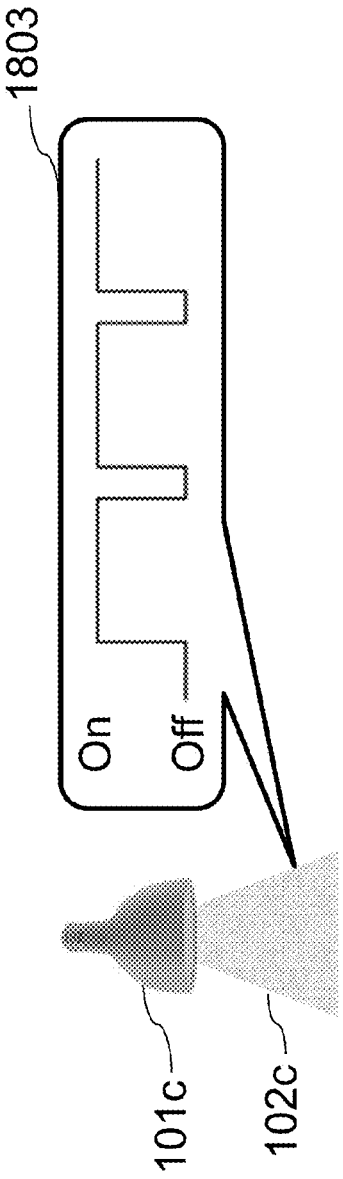


Fig. 18C

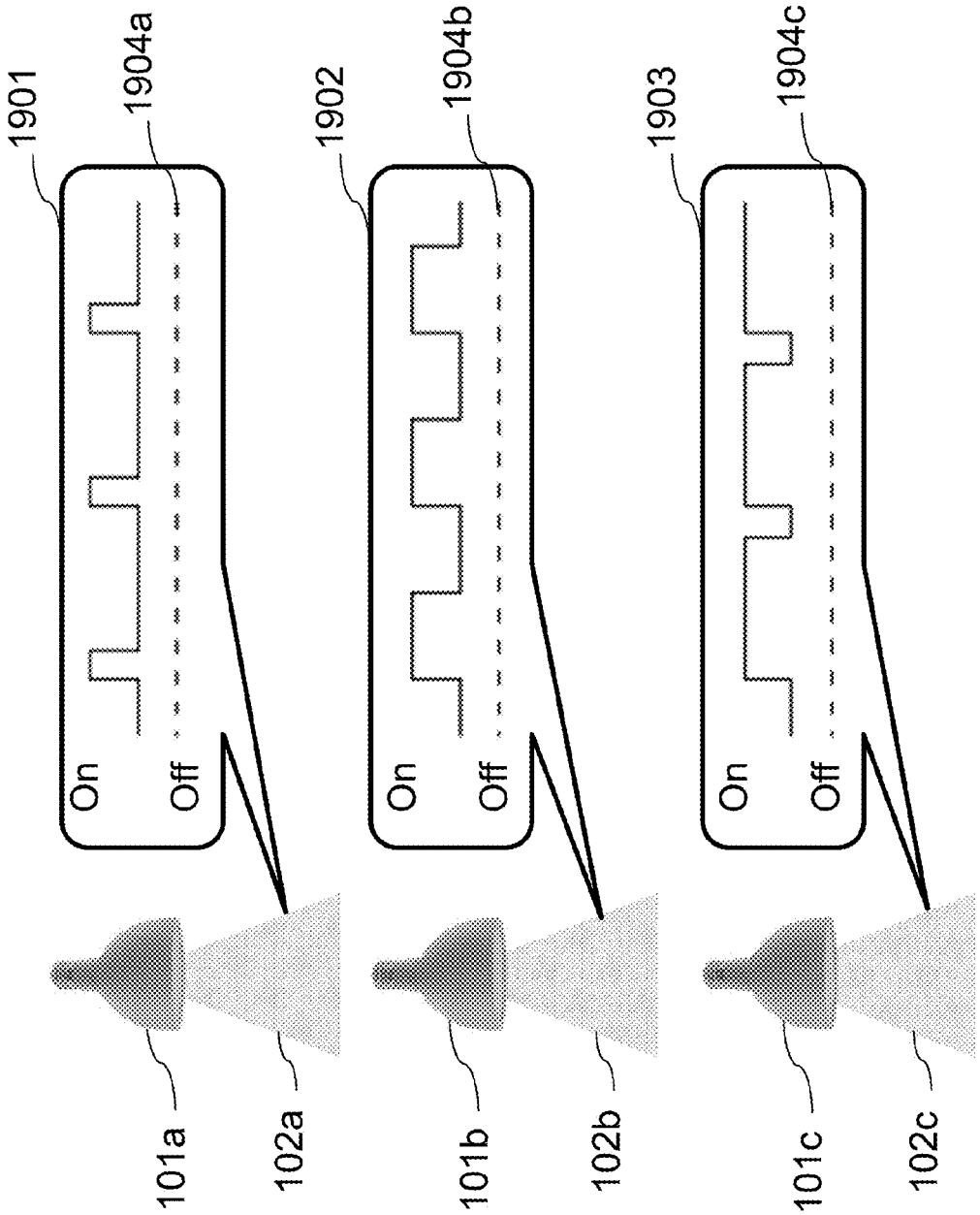


Fig. 19A

Fig. 19B

Fig. 19C

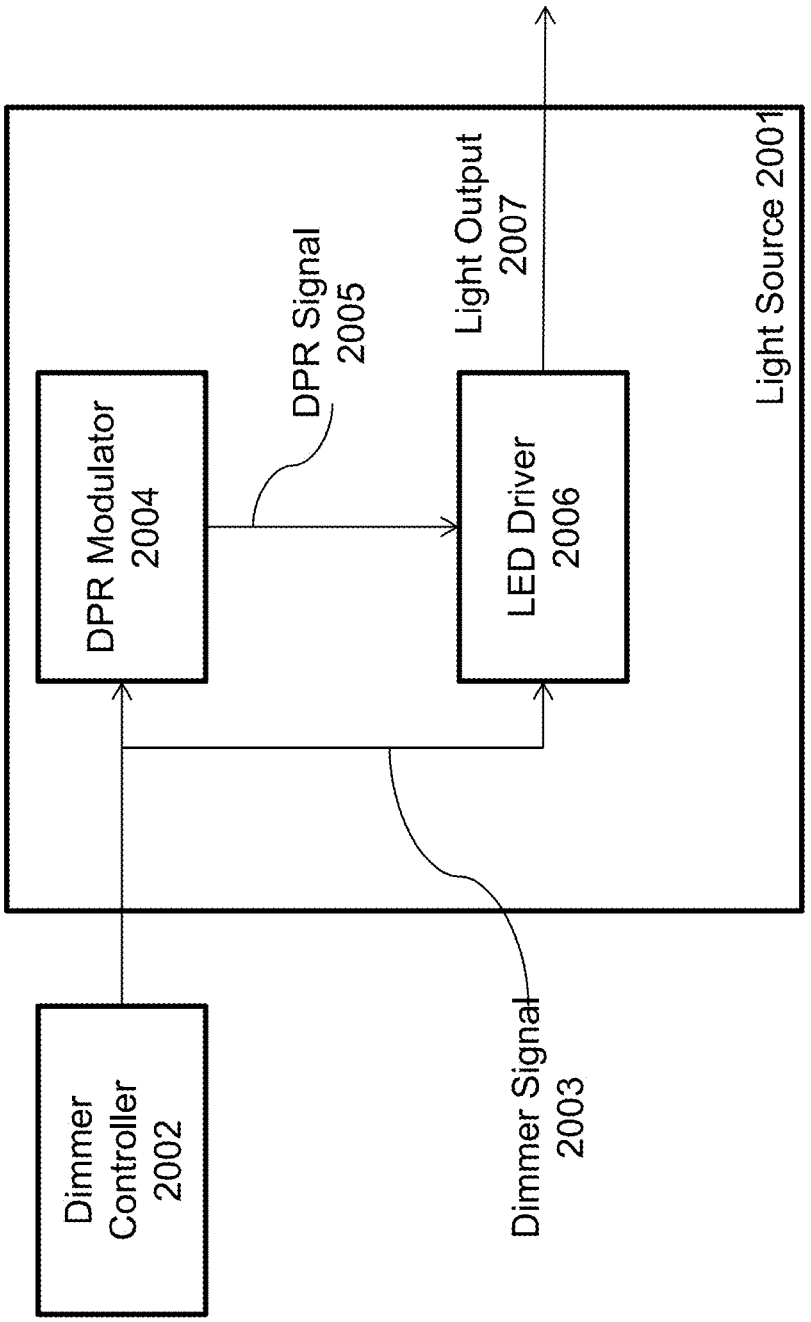

Light Source 2001
Light Output 2007
DPR Signal 2005
DPR Modulator 2004
LED Driver 2006
Dimmer Signal 2003
Dimmer Controller 2002

FIG. 20

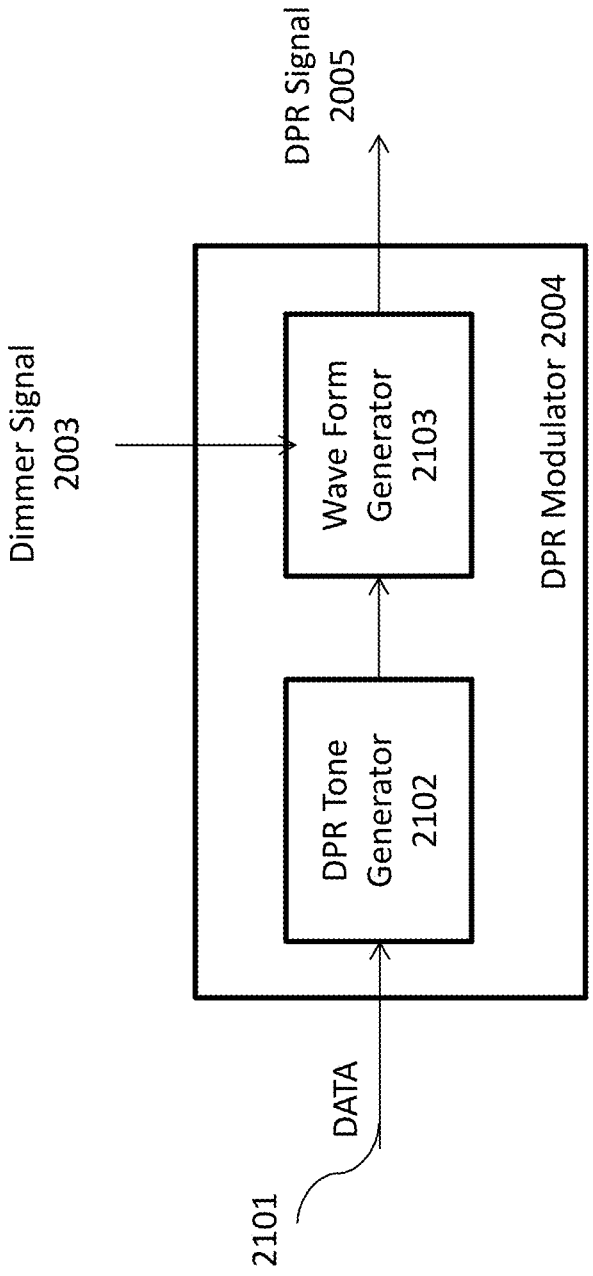

DPR Signal
2005
Dimmer Signal
2003
Wave Form
Generator
2103
DPR Modulator 2004
DPR Tone
Generator
2102
DATA
2101

FIG. 21

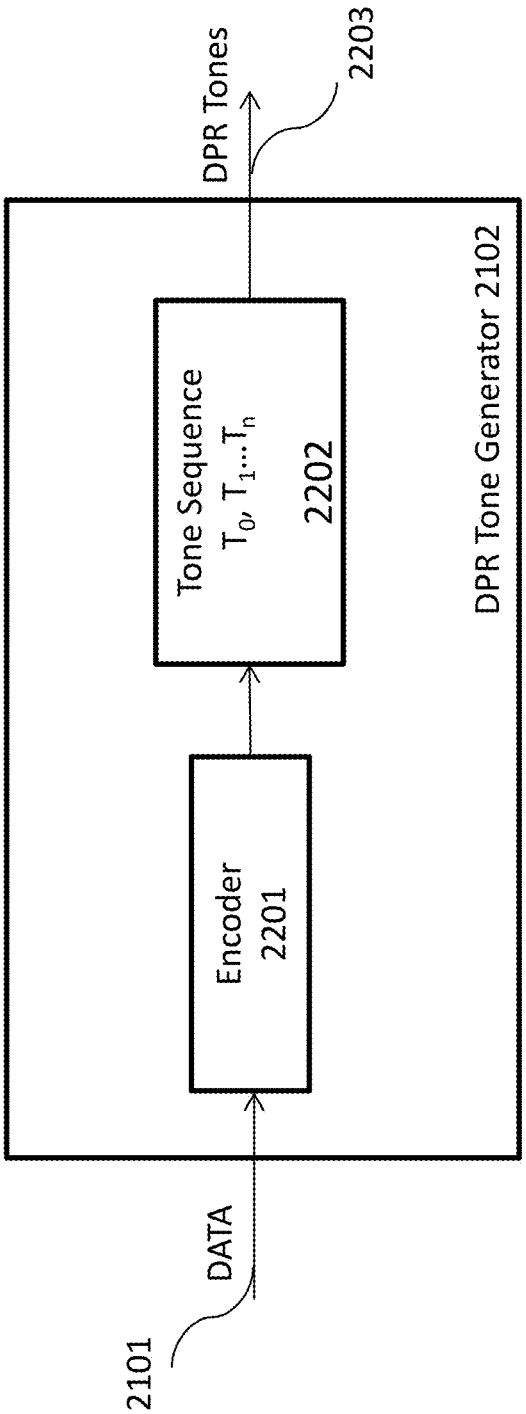

2101
DATA
Encoder
2201
Tone Sequence
$T_0, T_1 \ldots T_n$
2202
DPR Tone Generator 2102
DPR Tones
2203

FIG. 22

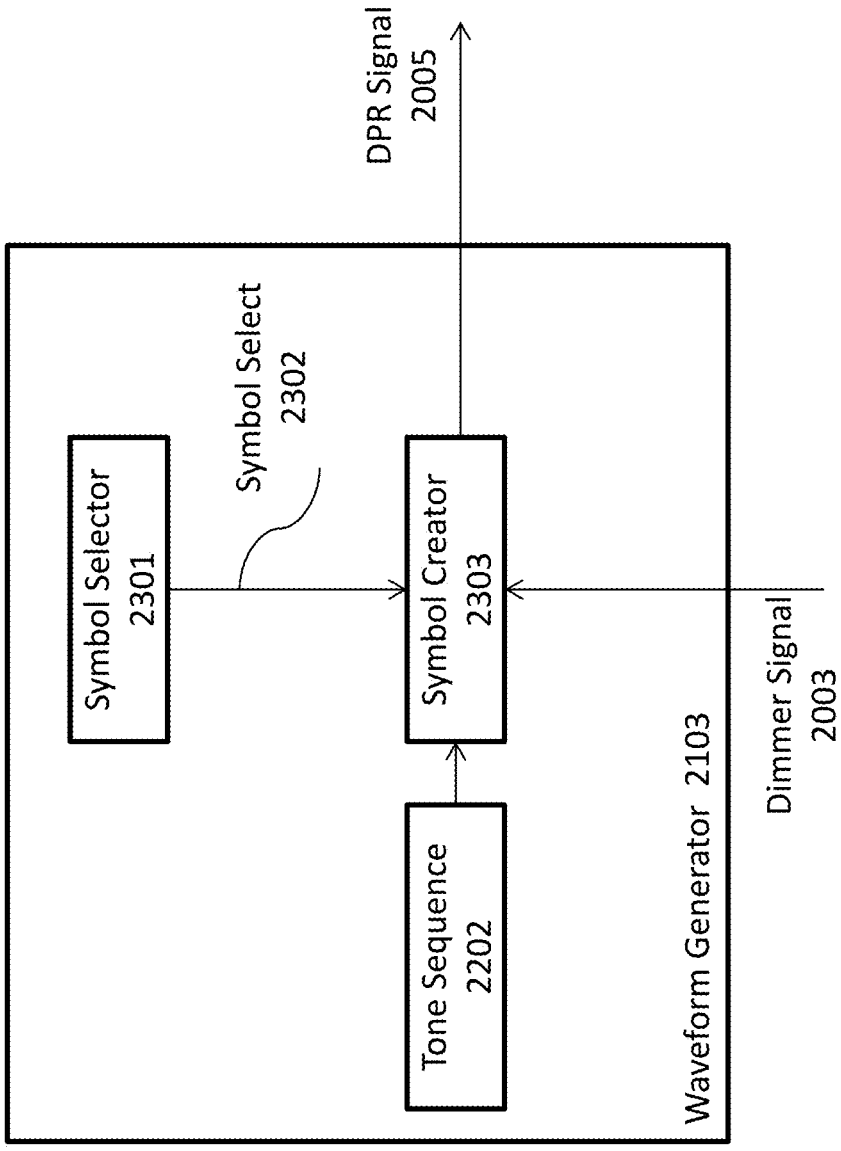

DPR Signal
2005
Symbol Select
2302
Symbol Selector
2301
Symbol Creator
2303
Dimmer Signal
2003
Tone Sequence
2202
Waveform Generator 2103

FIG. 23

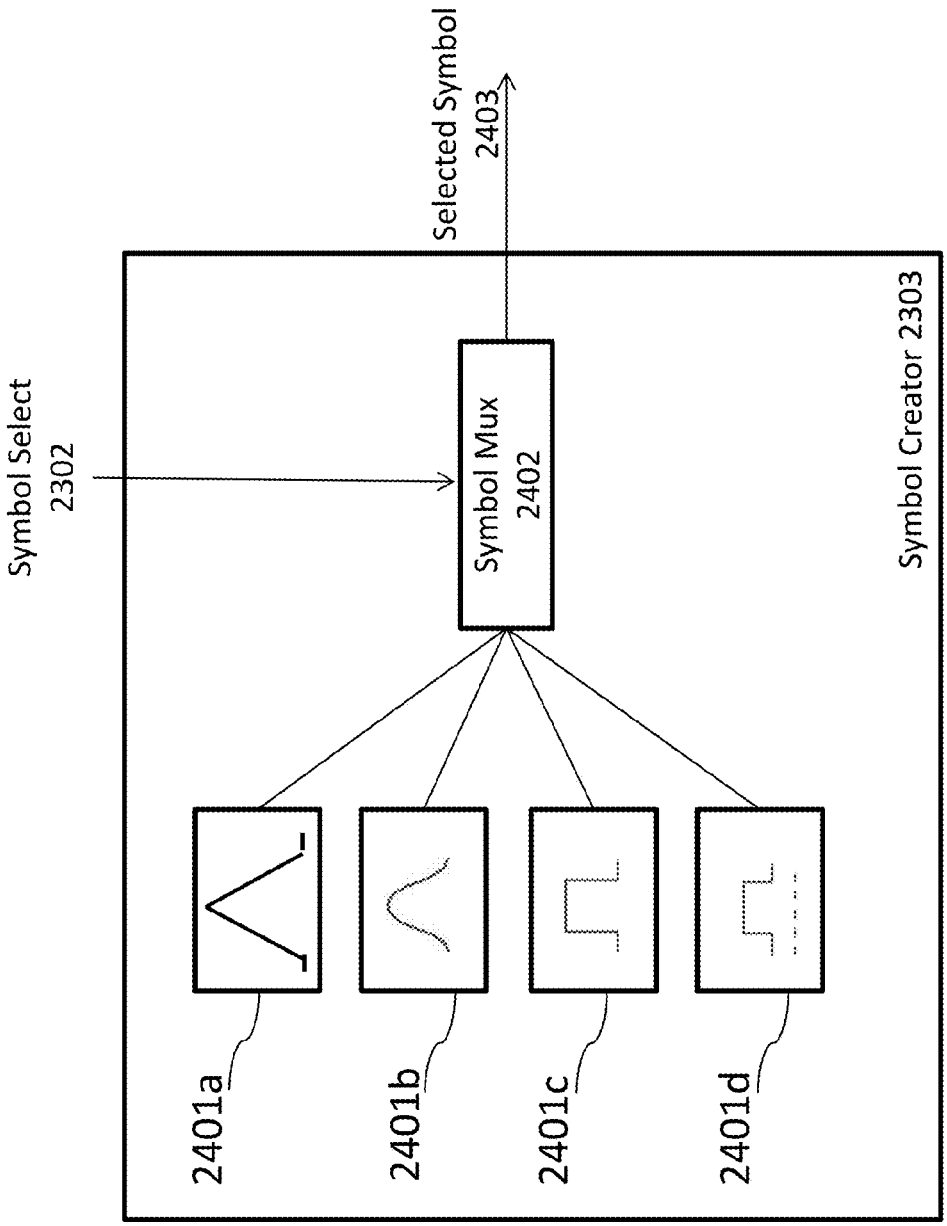

Selected Symbol
2403
Symbol Select
2302
Symbol Mux
2402
Symbol Creator 2303
2401a
2401b
2401c
2401d

FIG. 24

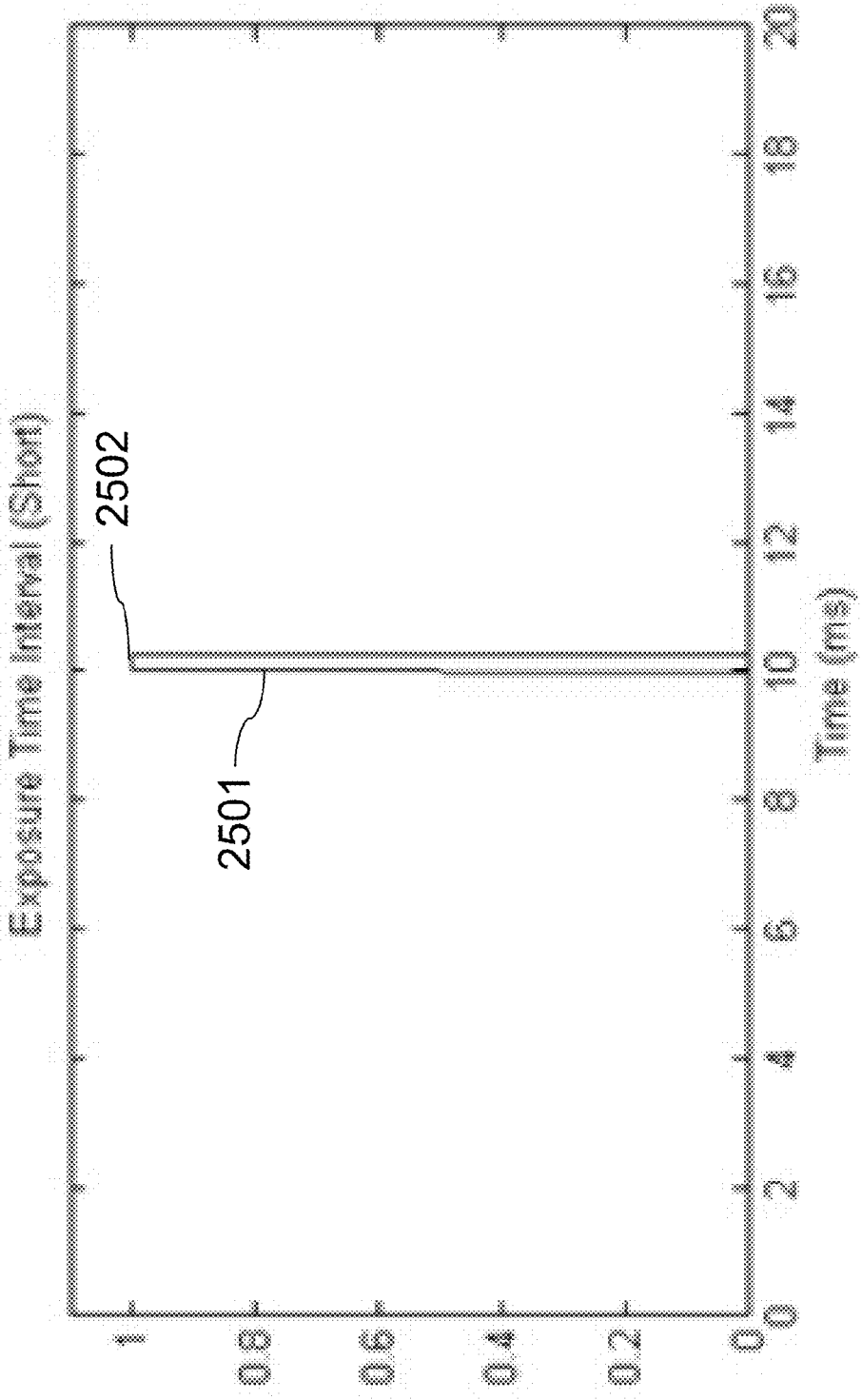

Exposure Time Interval (Short)
2502
2501
Time (ms)
0
2
4
6
8
10
12
14
16
18
20
0
0.2
0.4
0.6
0.8
1

FIG. 25

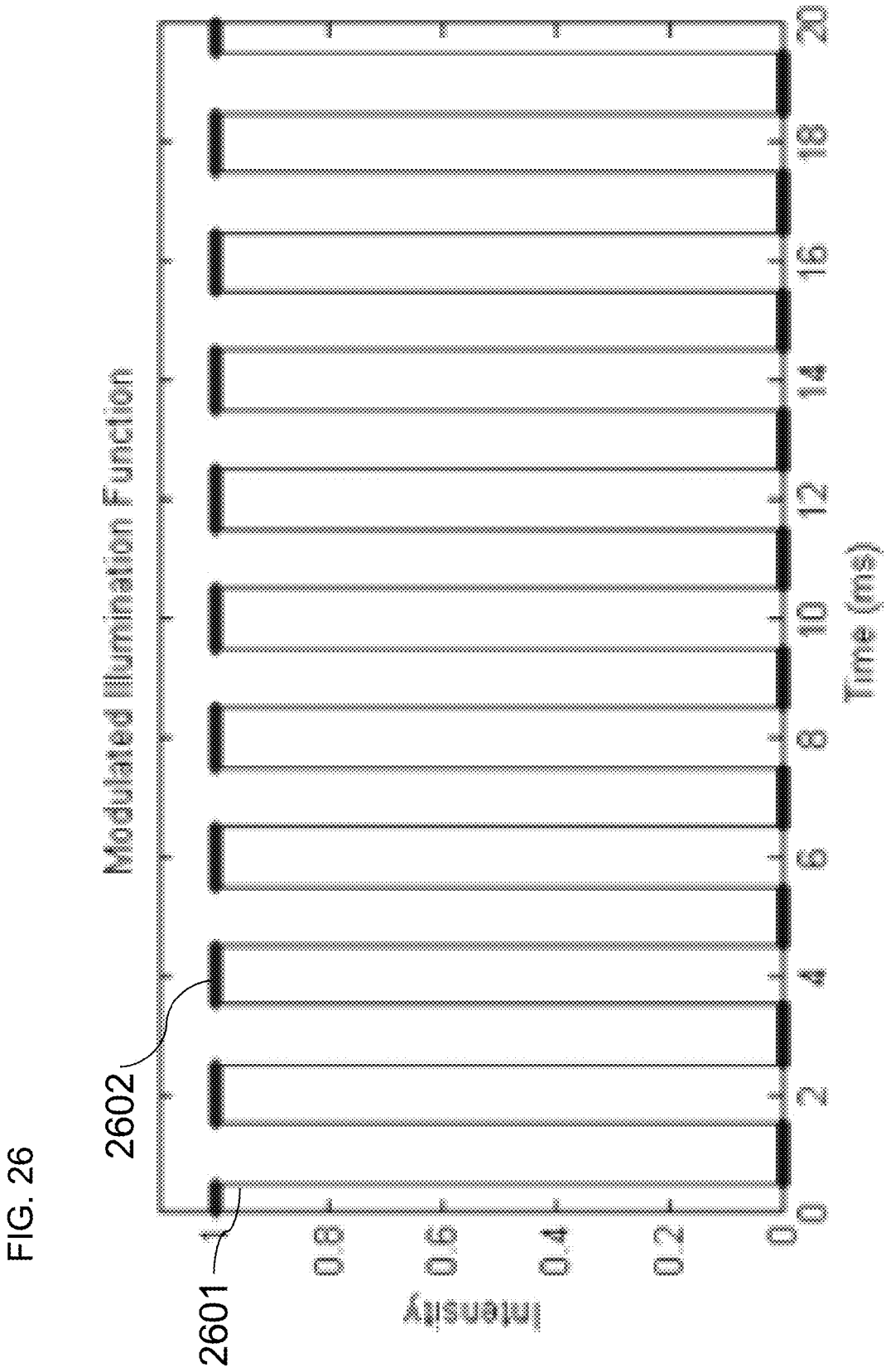

Modulated Illumination Function
Intensity
Time (ms)
0
0.2
0.4
0.6
0.8
1
0
2
4
6
8
10
12
14
16
18
20
2601
2602

FIG. 26

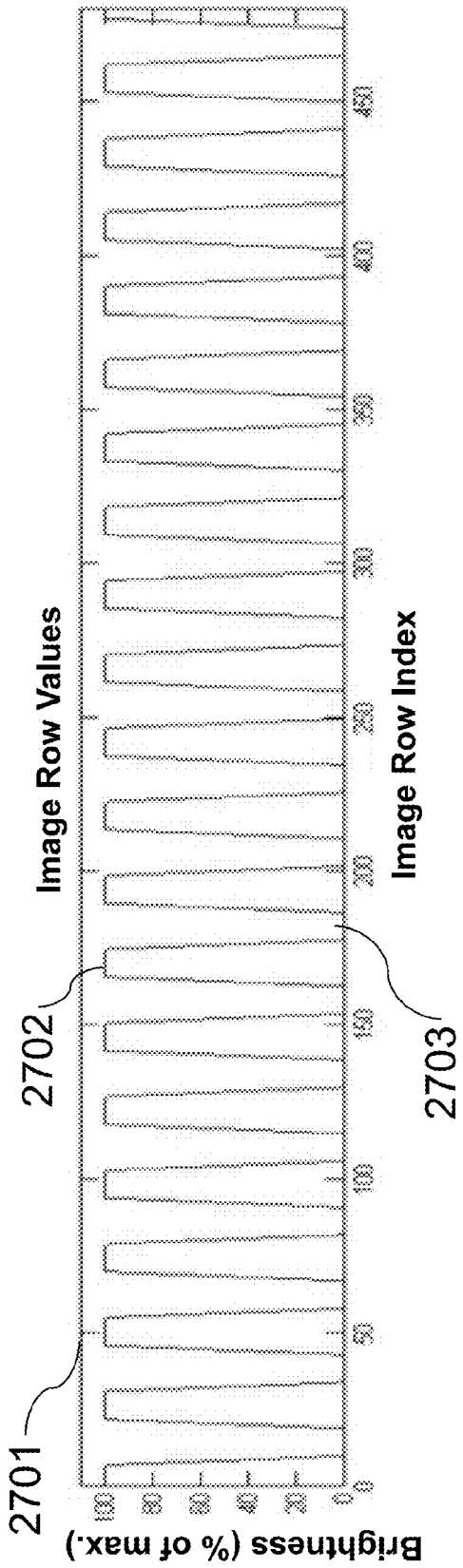

Brightness (% of max.)
Image Row Values
Image Row Index
2701
2702
2703
0
20
40
60
80
100
50
150
200
250
300
350
400
450

FIG. 27

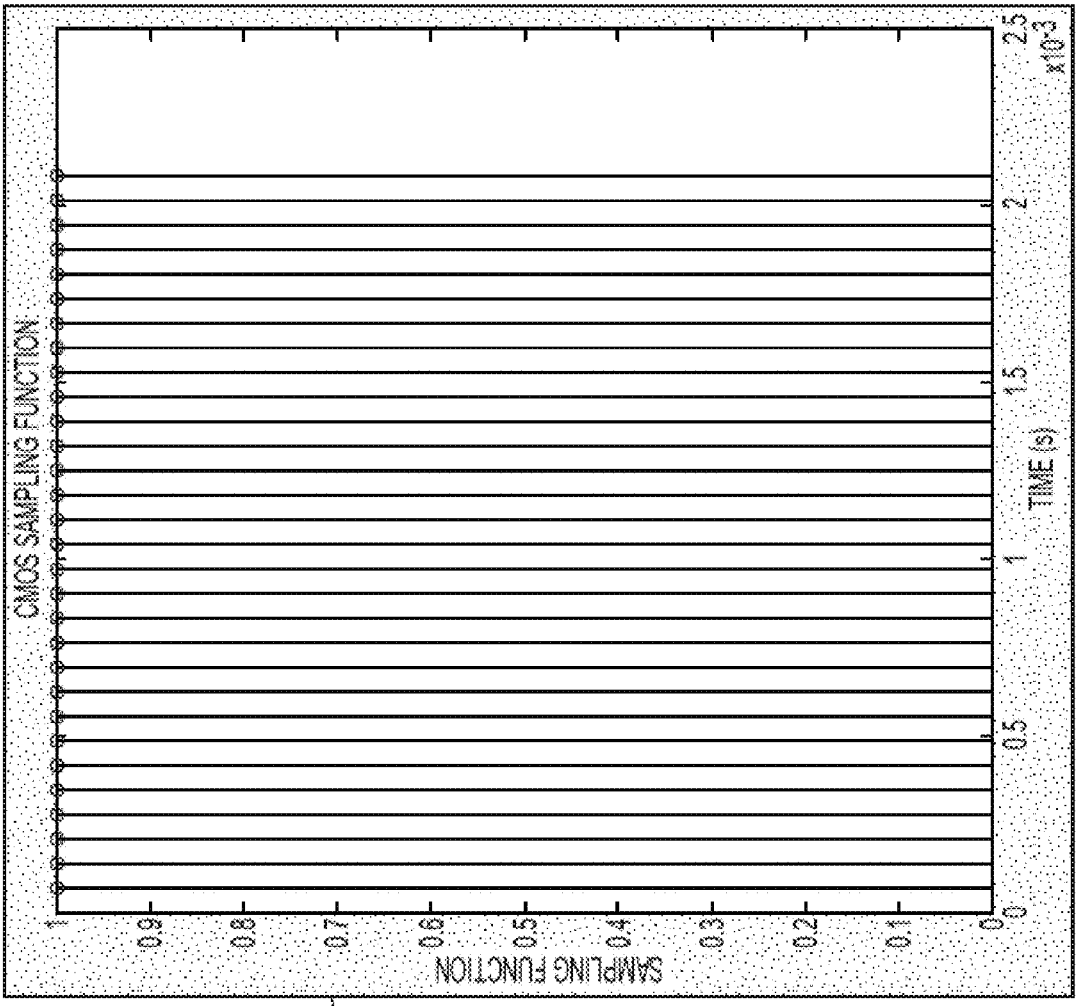

CMOS SAMPLING FUNCTION
SAMPLING FUNCTION
TIME (s)
x10^-3
0
0.1
0.2
0.3
0.4
0.5
0.6
0.7
0.8
0.9
1
0.5
1
1.5
2
2.5
2801

FIG. 28

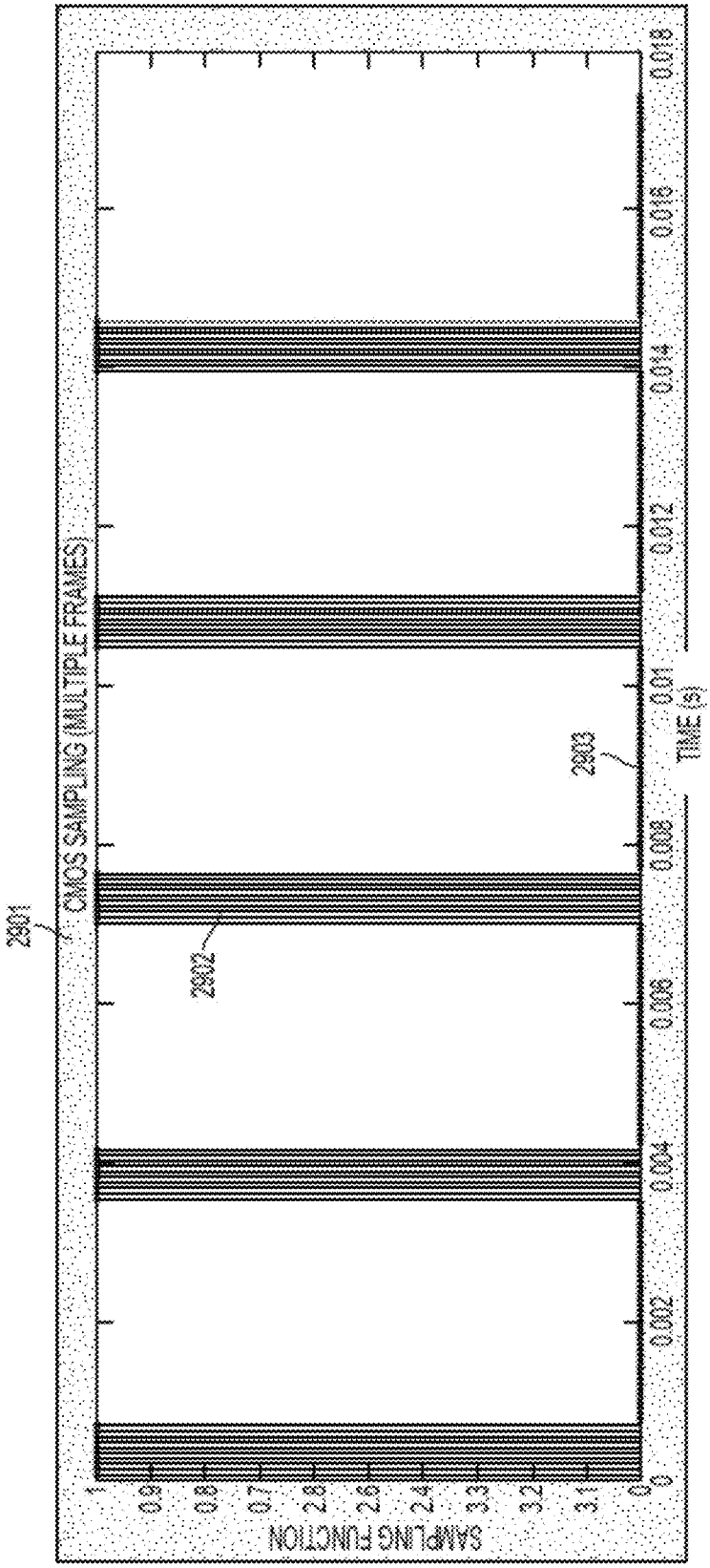

CMOS SAMPLING (MULTIPLE FRAMES)
SAMPLING FUNCTION
TIME (s)
2901
2902
2903
0
0.002
0.004
0.006
0.008
0.01
0.012
0.014
0.016
0.018
1
0.9
0.8
0.7
2.8
2.6
2.4
3.3
3.2
3.1

FIG. 29

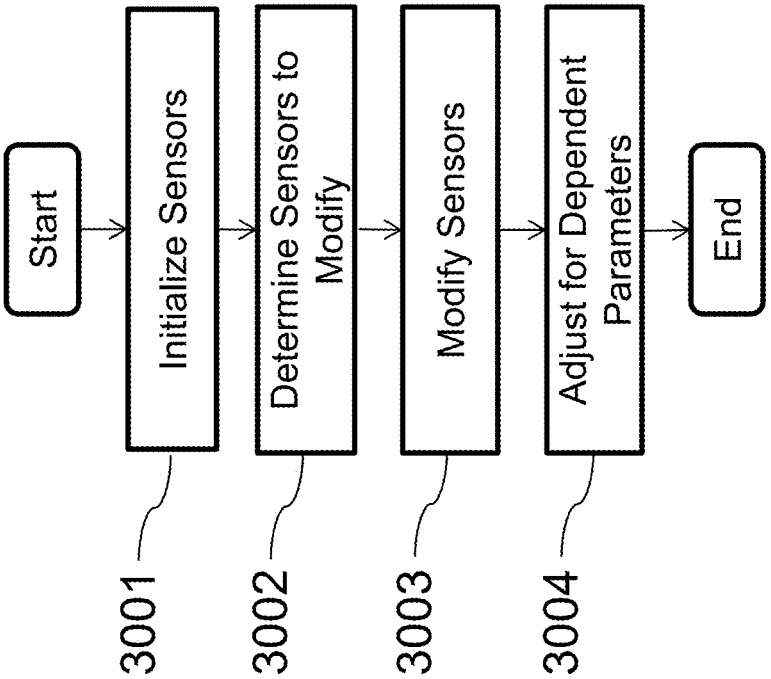

Start
Initialize Sensors
Determine Sensors to Modify
Modify Sensors
Adjust for Dependent Parameters
End
3001
3002
3003
3004

FIG. 30

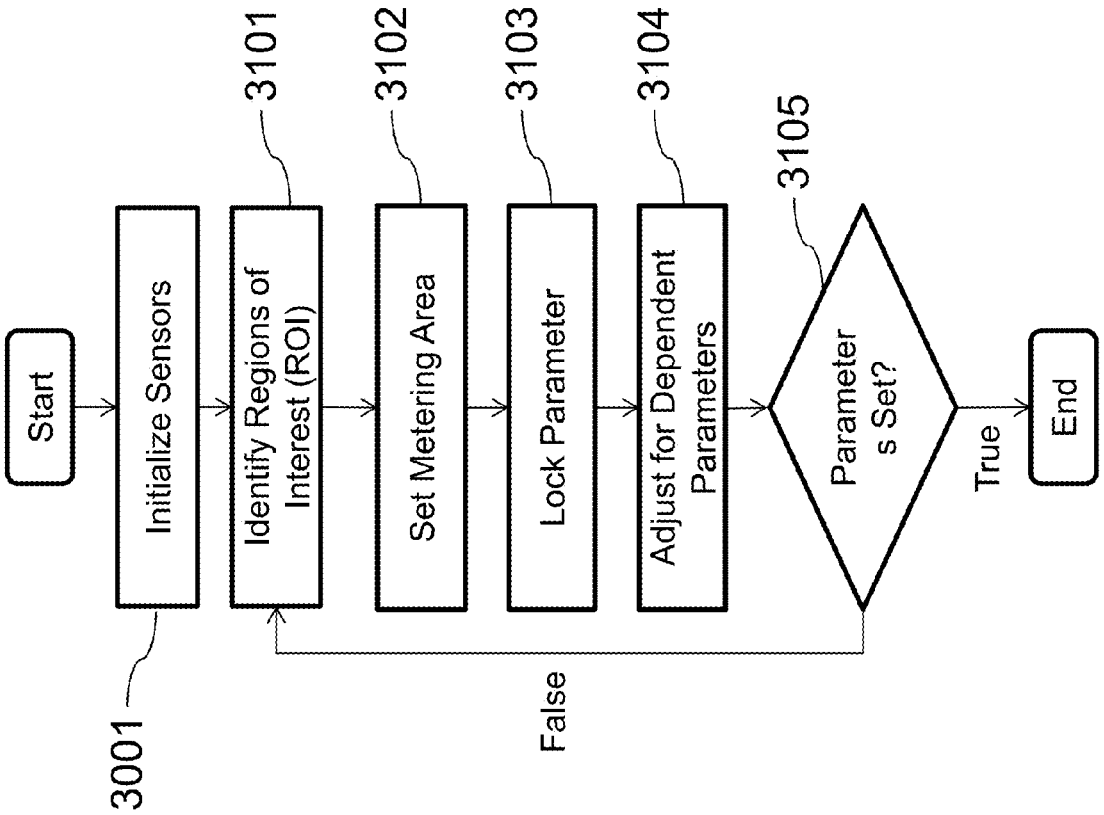

Start
Initialize Sensors
Identify Regions of Interest (ROI)
Set Metering Area
Lock Parameter
Adjust for Dependent Parameters
Parameter s Set?
True
End
False
3001
3101
3102
3103
3104
3105

FIG. 31

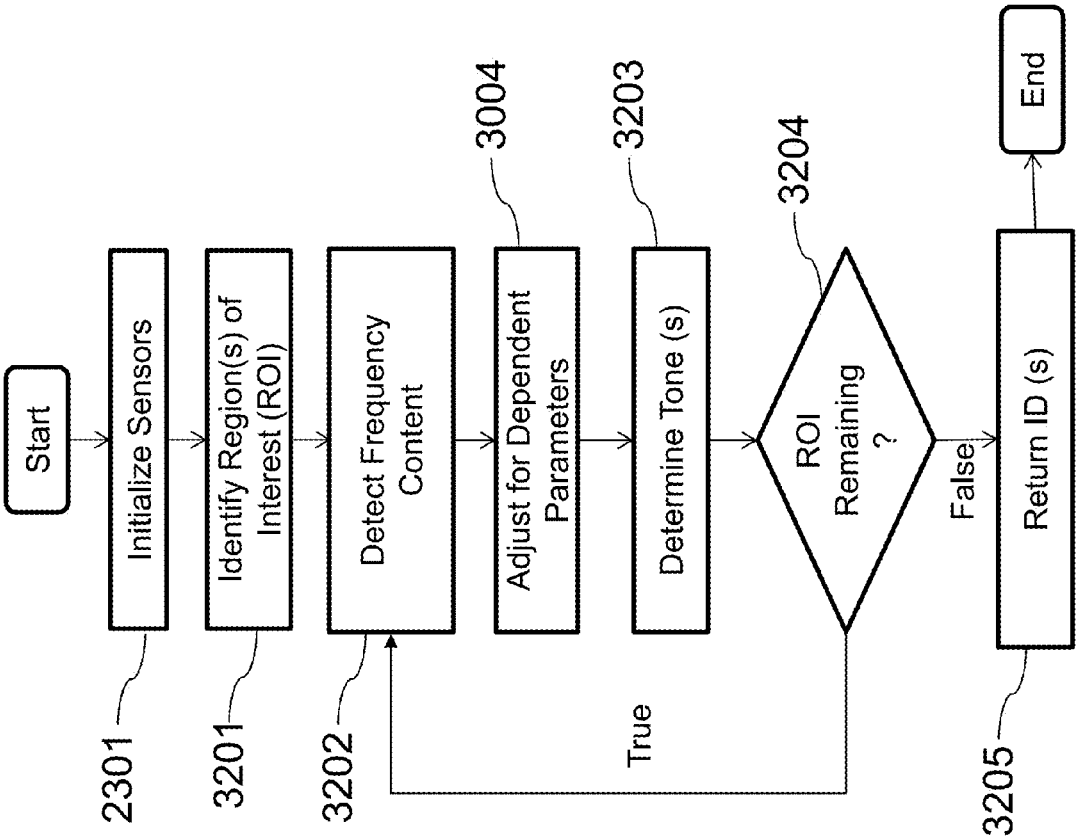

Start
Initialize Sensors
Identify Region(s) of Interest (ROI)
Detect Frequency Content
Adjust for Dependent Parameters
Determine Tone (s)
ROI Remaining ?
False
Return ID (s)
End
True
2301
3201
3202
3004
3203
3204
3205

FIG. 32

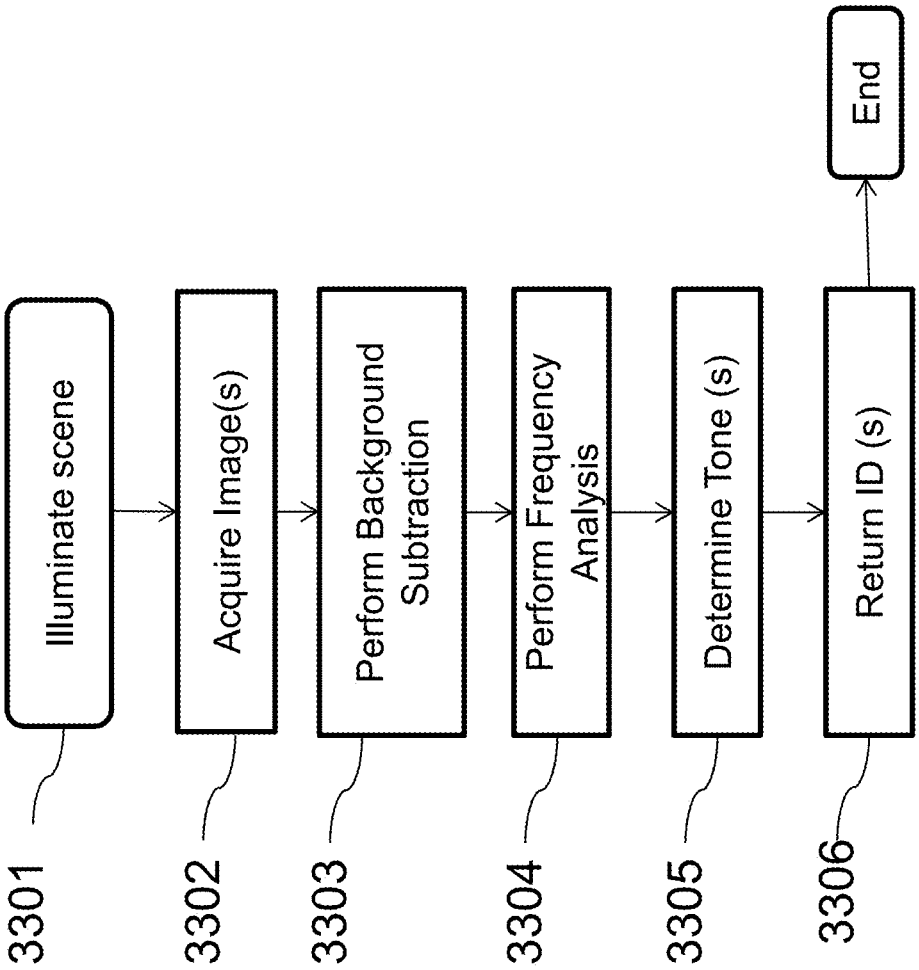

Illuminate scene
Acquire Image(s)
Perform Background Subtraction
Perform Frequency Analysis
Determine Tone (s)
Return ID (s)
End
3301
3302
3303
3304
3305
3306

FIG. 33

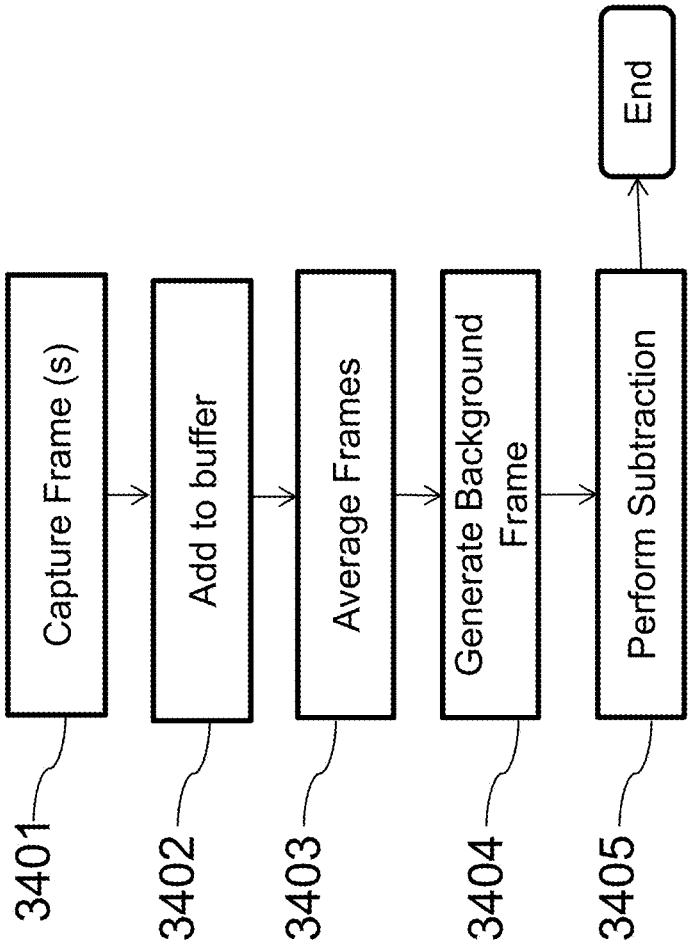

Capture Frame (s)
Add to buffer
Average Frames
Generate Background Frame
Perform Subtraction
End
3401
3402
3403
3404
3405

FIG. 34

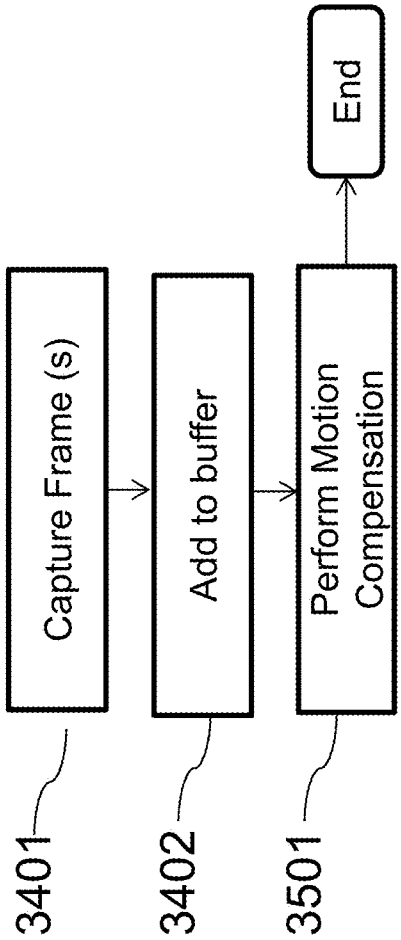

Capture Frame (s)
Add to buffer
Perform Motion Compensation
End
3401
3402
3501

FIG. 35

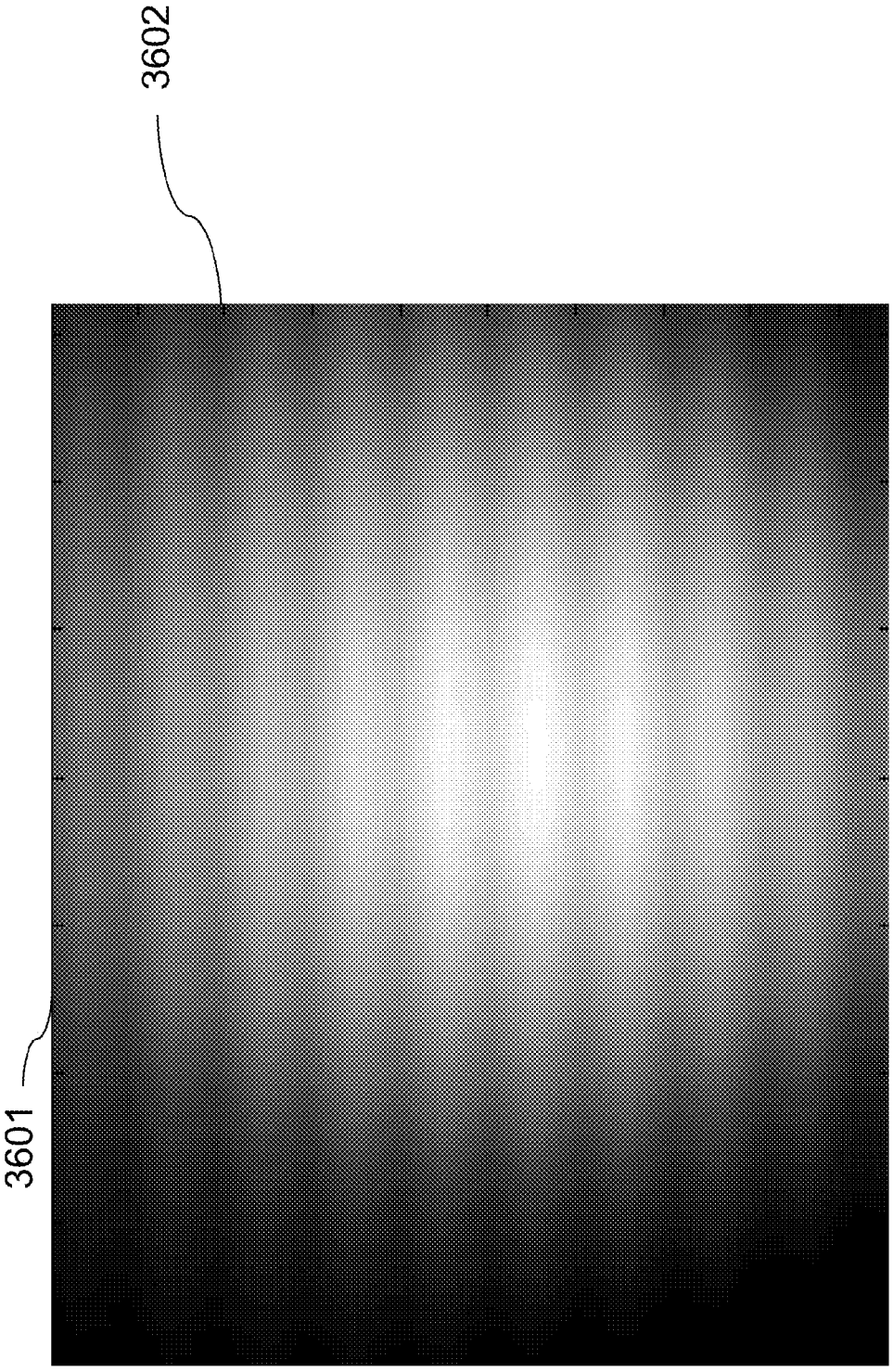


FIG. 36

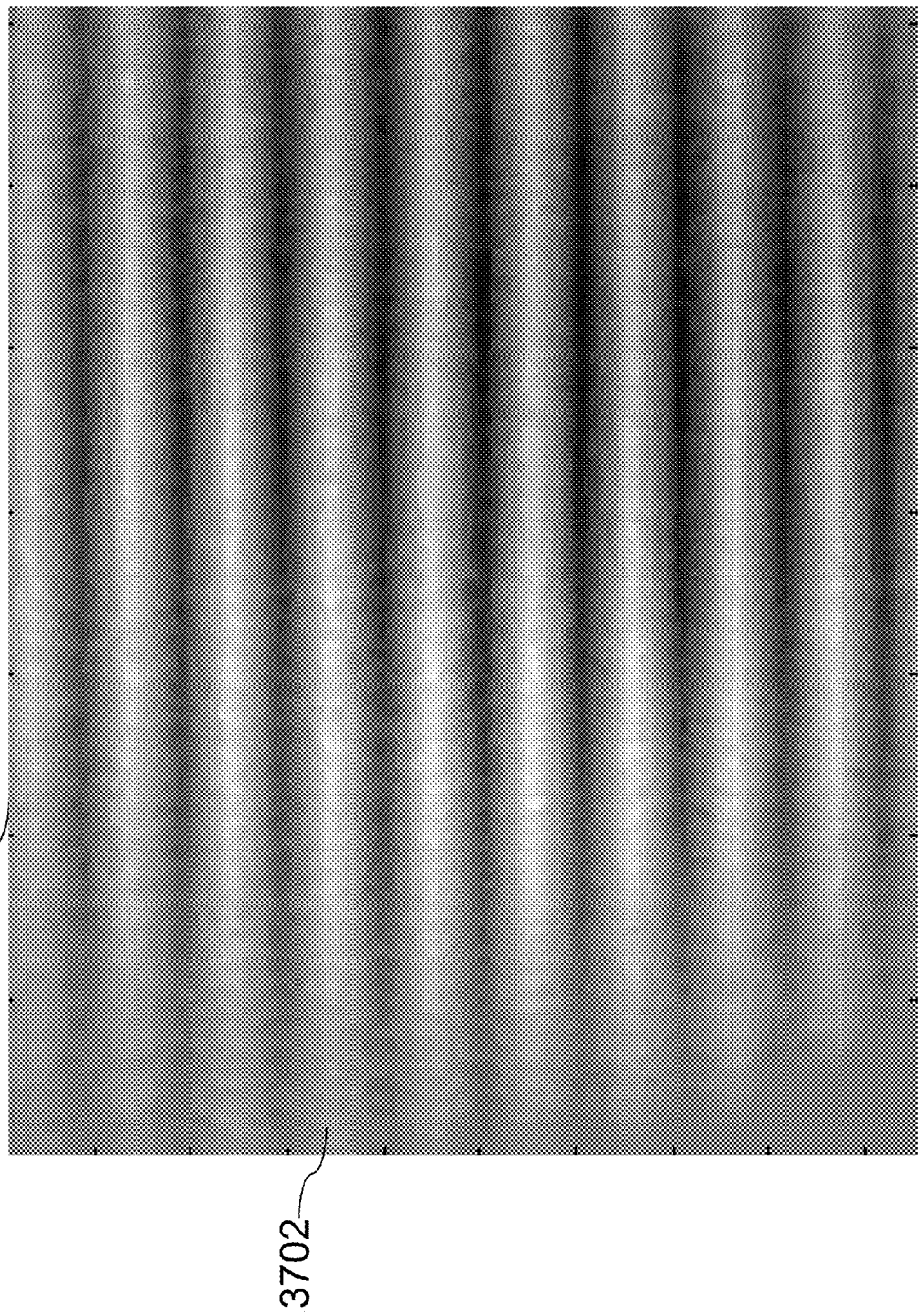


FIG. 37

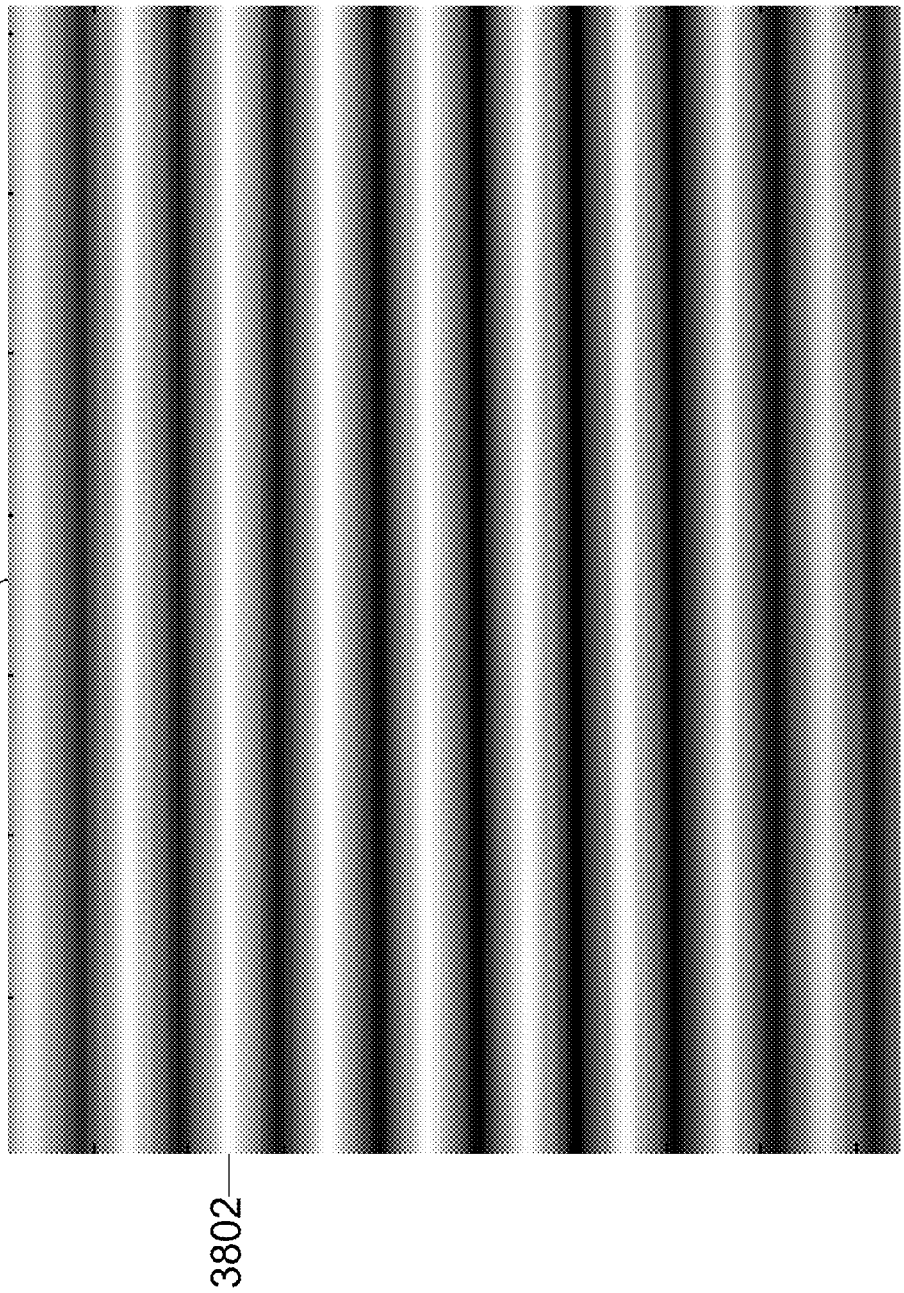
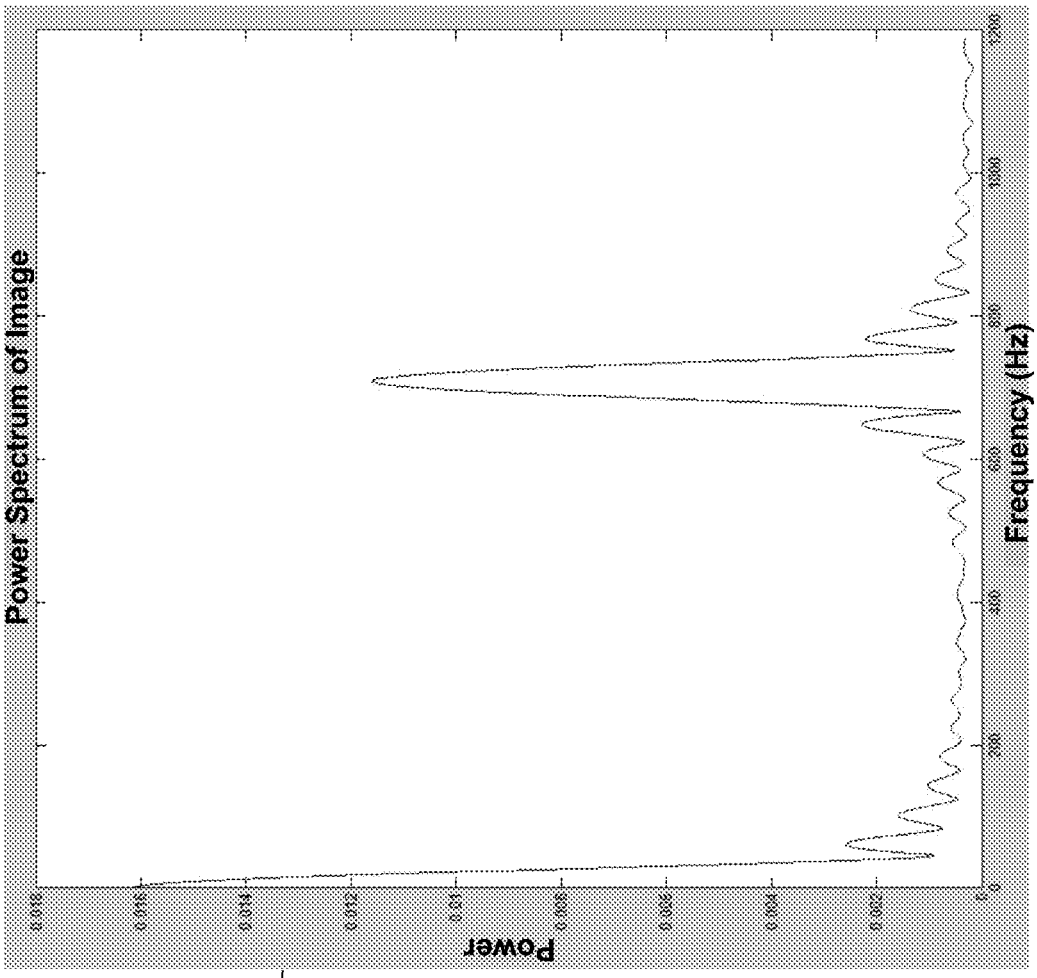


FIG. 38


Power Spectrum of Image
Power
Frequency (Hz)
0.016
0.014
0.012
0.01
0.008
0.006
0.004
0.002
0
100
200
300
400
500

3901

FIG. 39

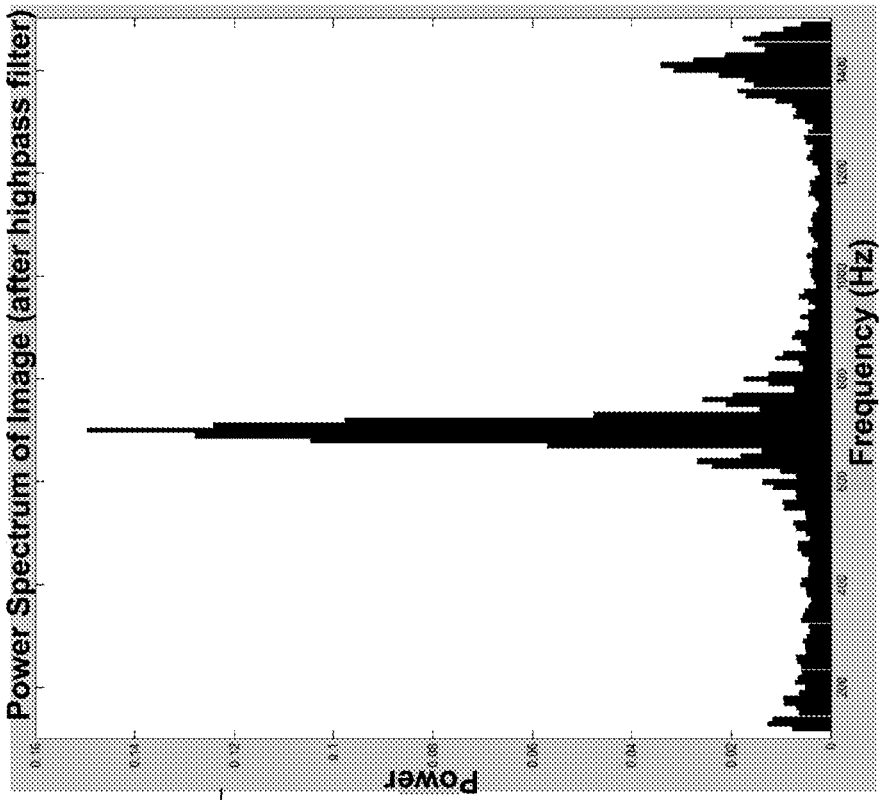

Power Spectrum of Image (after highpass filter)
Power
Frequency (Hz)
4001

FIG. 40

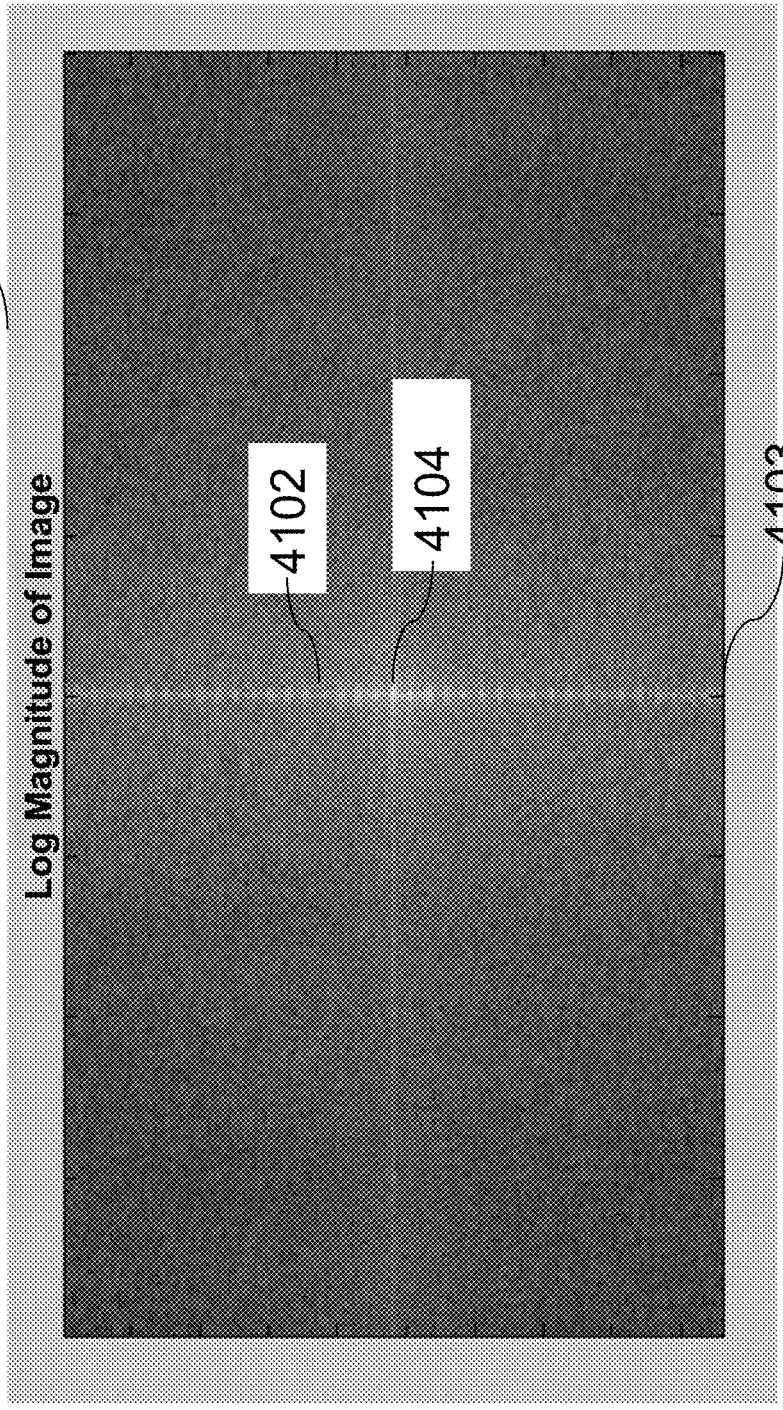


FIG. 41

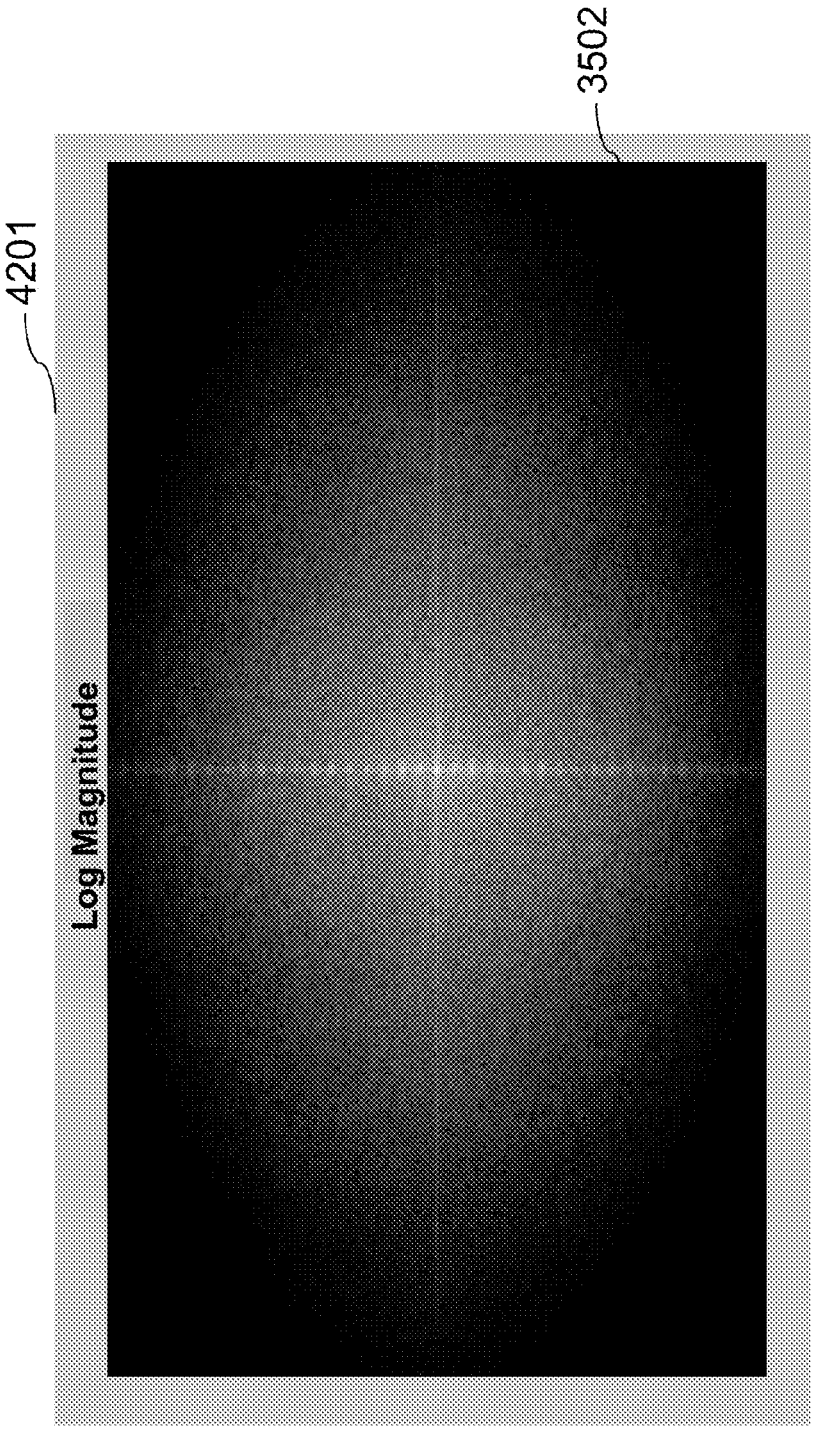


FIG. 42

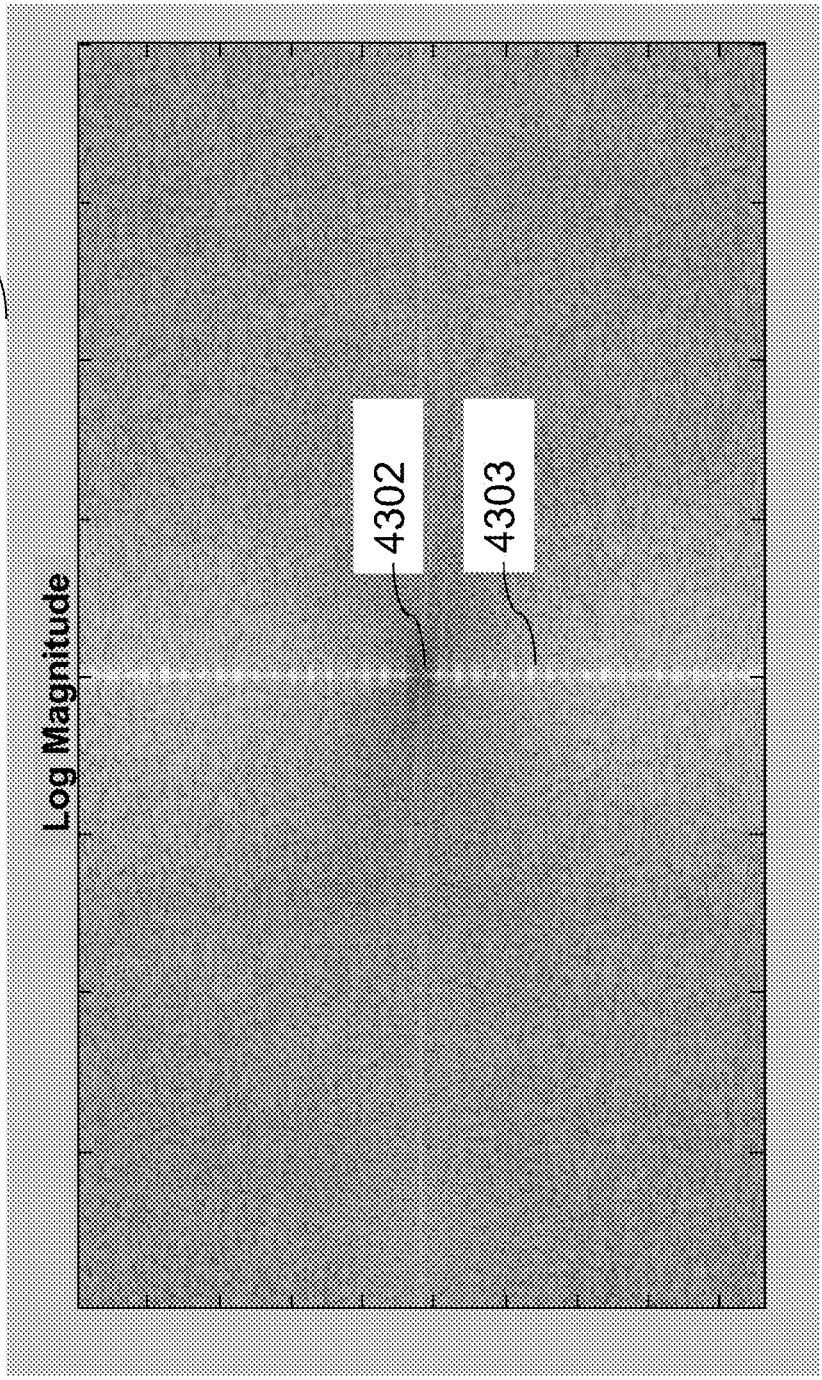


FIG. 43

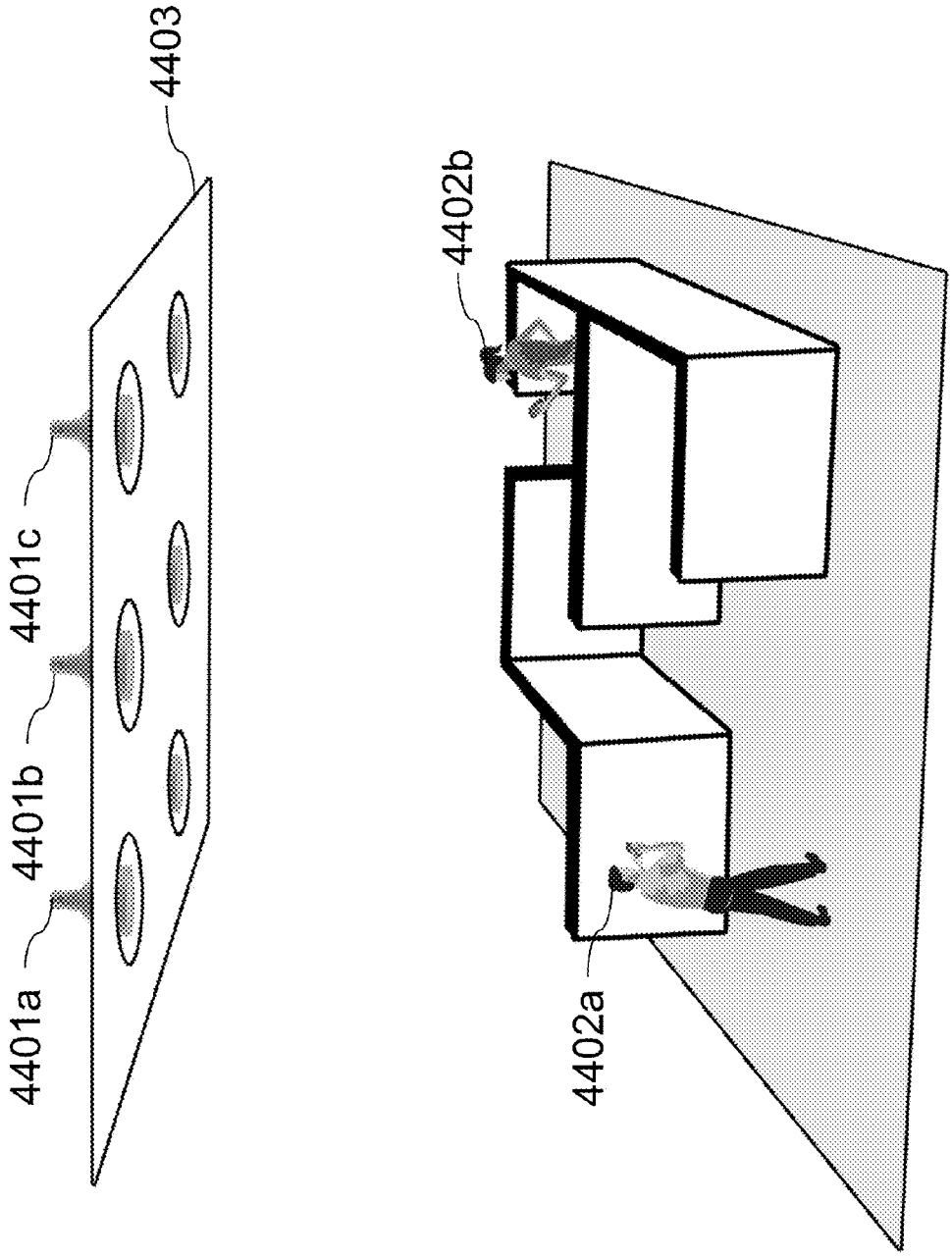


FIG. 44

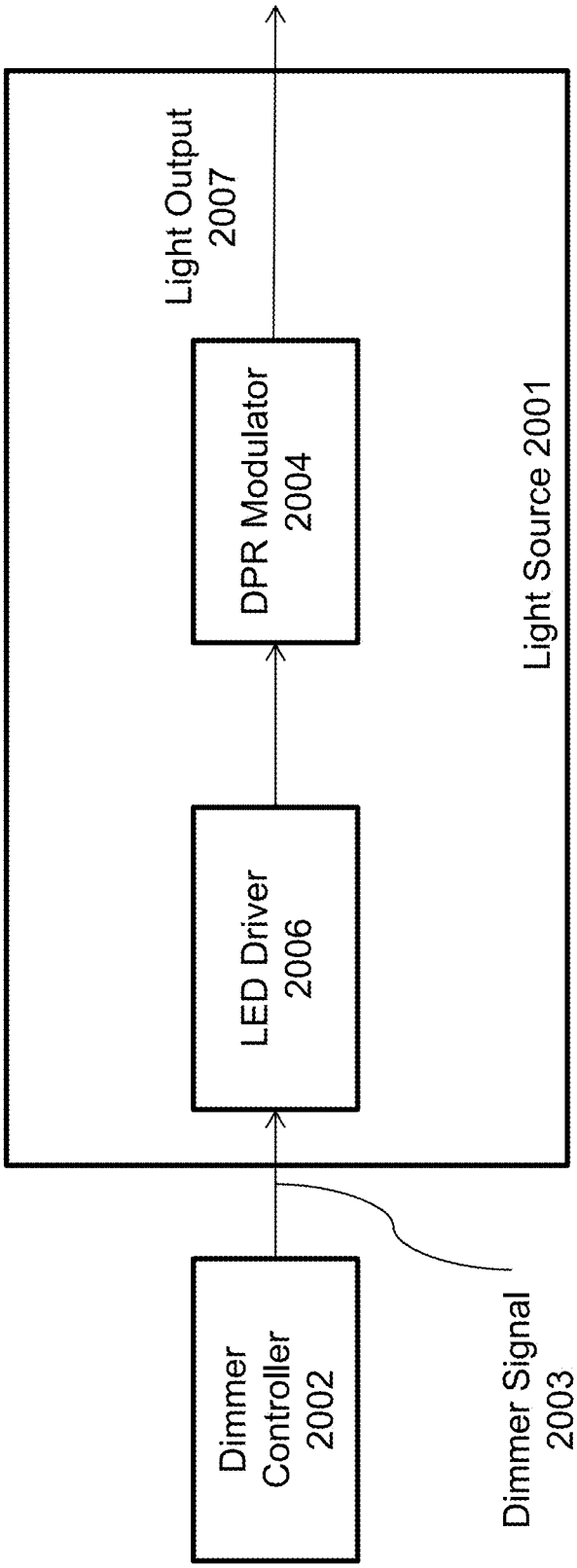

Light Output
2007
DPR Modulator
2004
LED Driver
2006
Light Source 2001
Dimmer
Controller
2002
Dimmer Signal
2003

FIG. 45

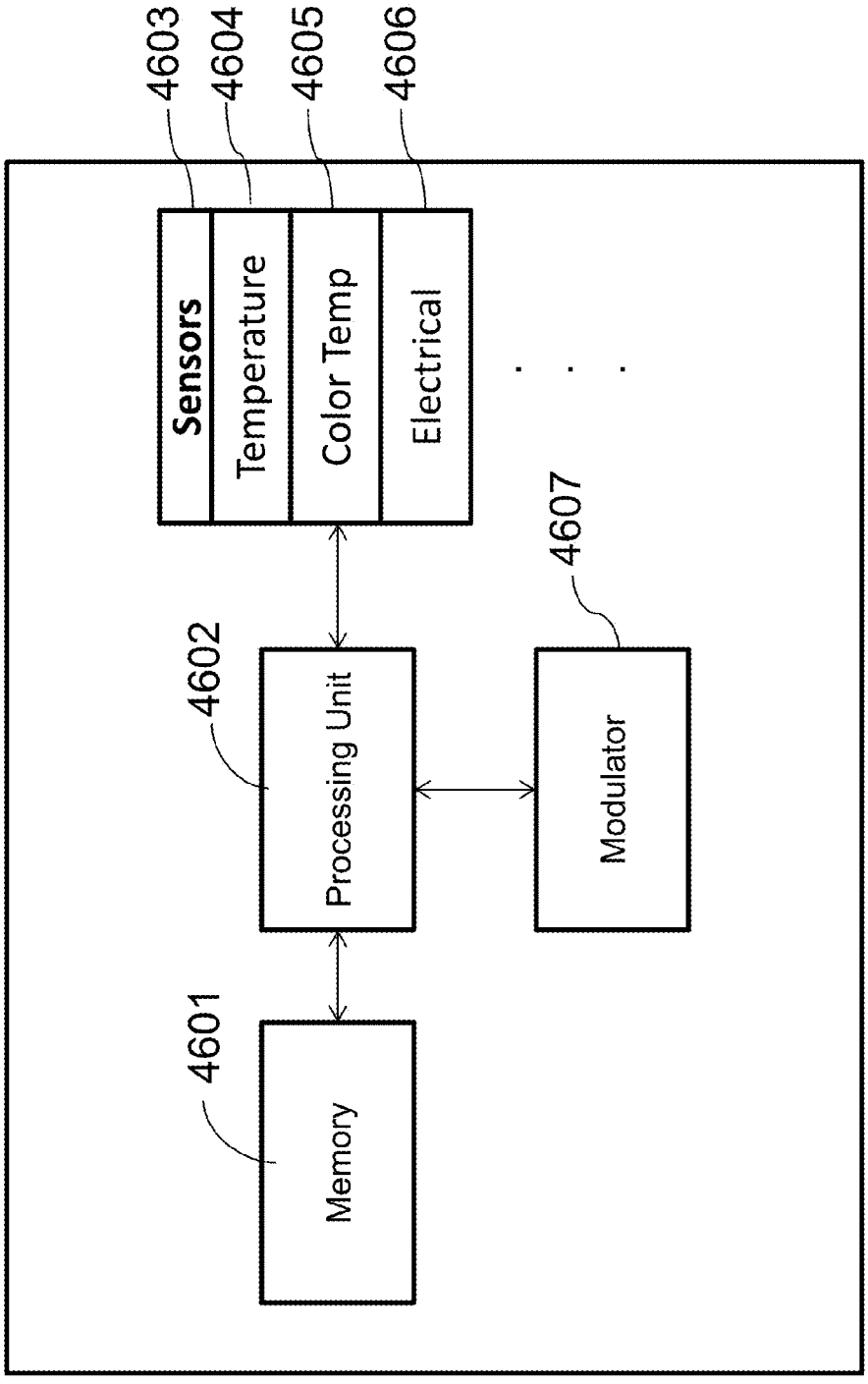

4603
4604
4605
4606
Sensors
Temperature
Color Temp
Electrical
4607
4602
Processing Unit
Modulator
4601
Memory

FIG. 46

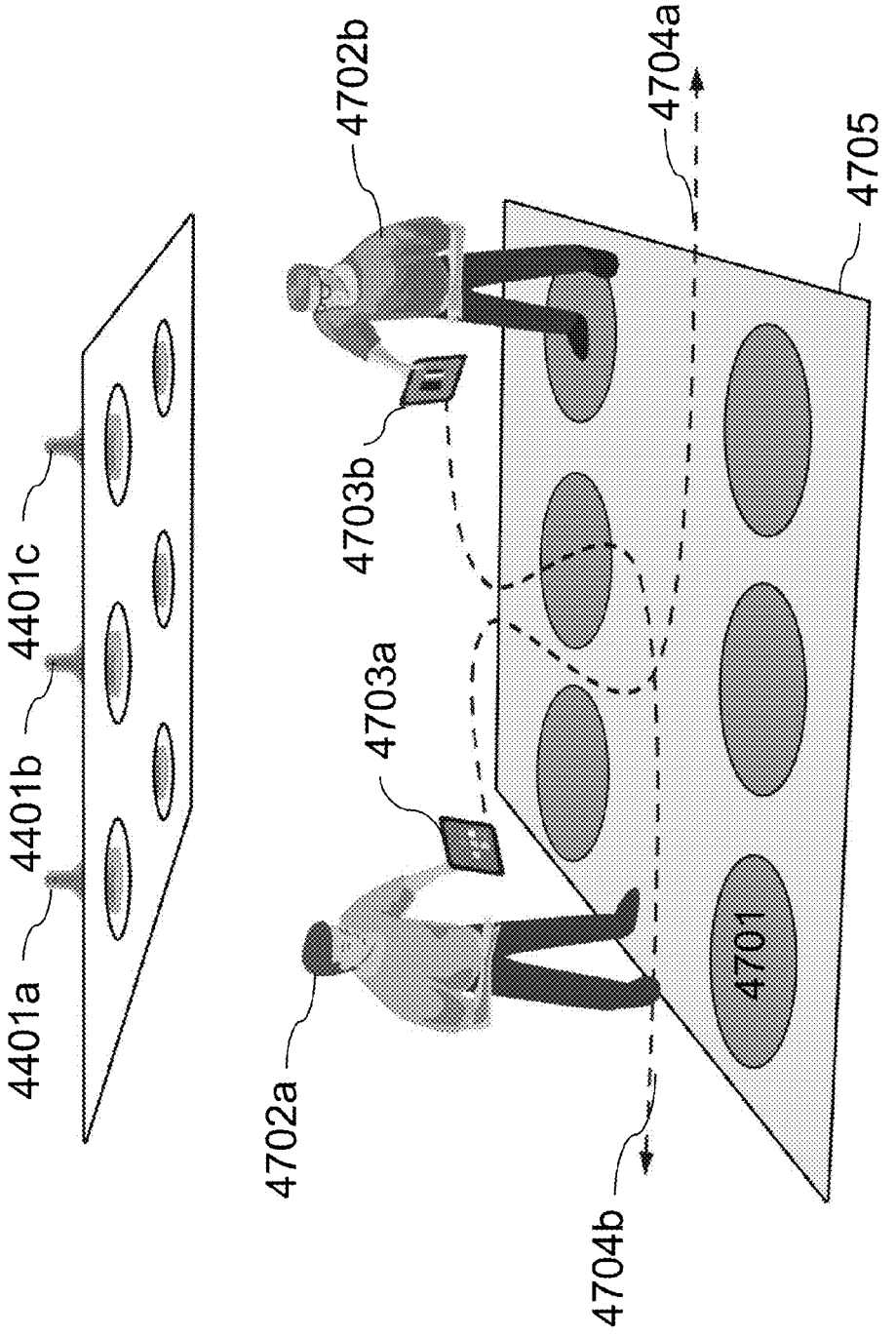

4401a
4401b
4401c
4702a
4703a
4702b
4703b
4704a
4704b
4705
4701

FIG. 47

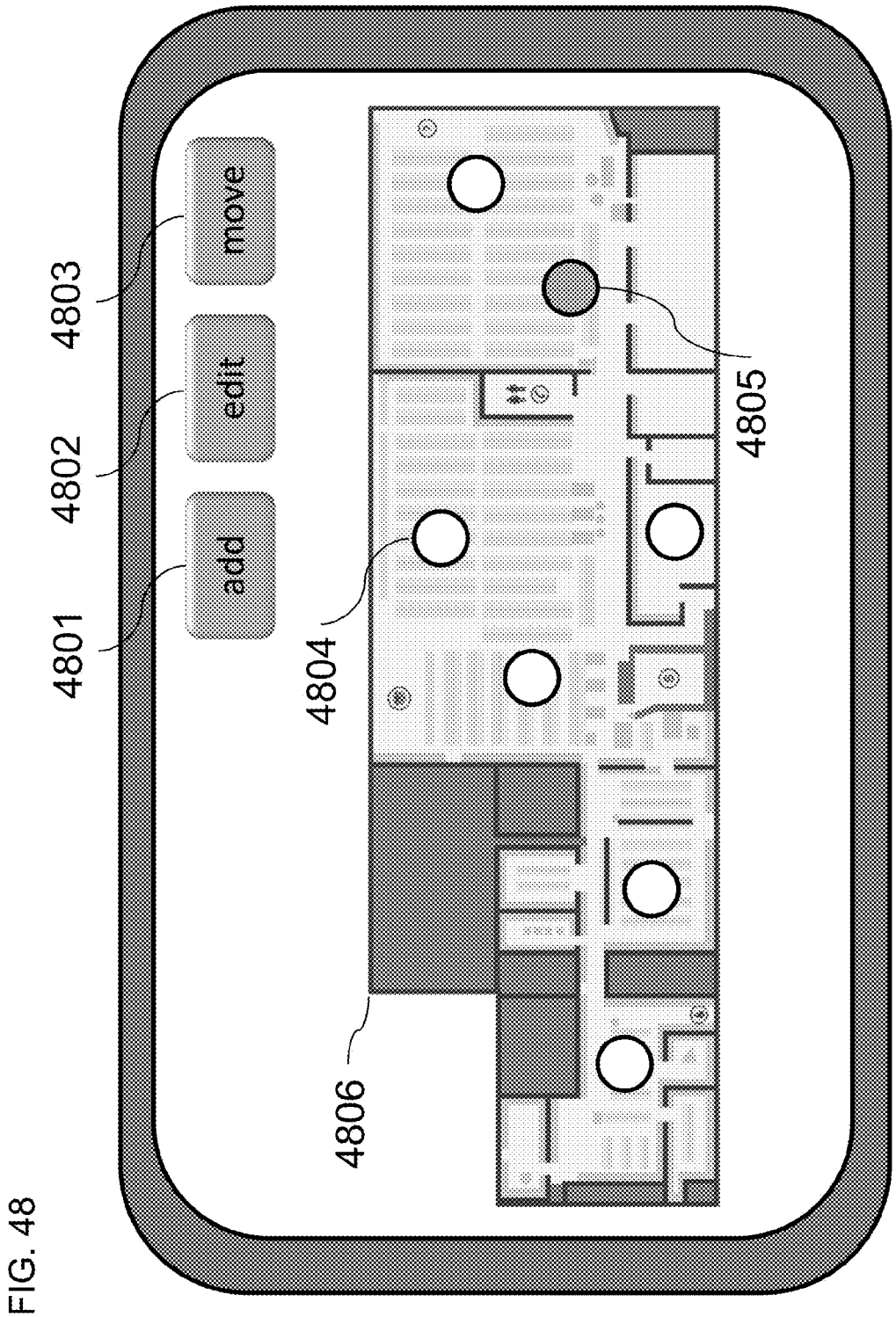


FIG. 48

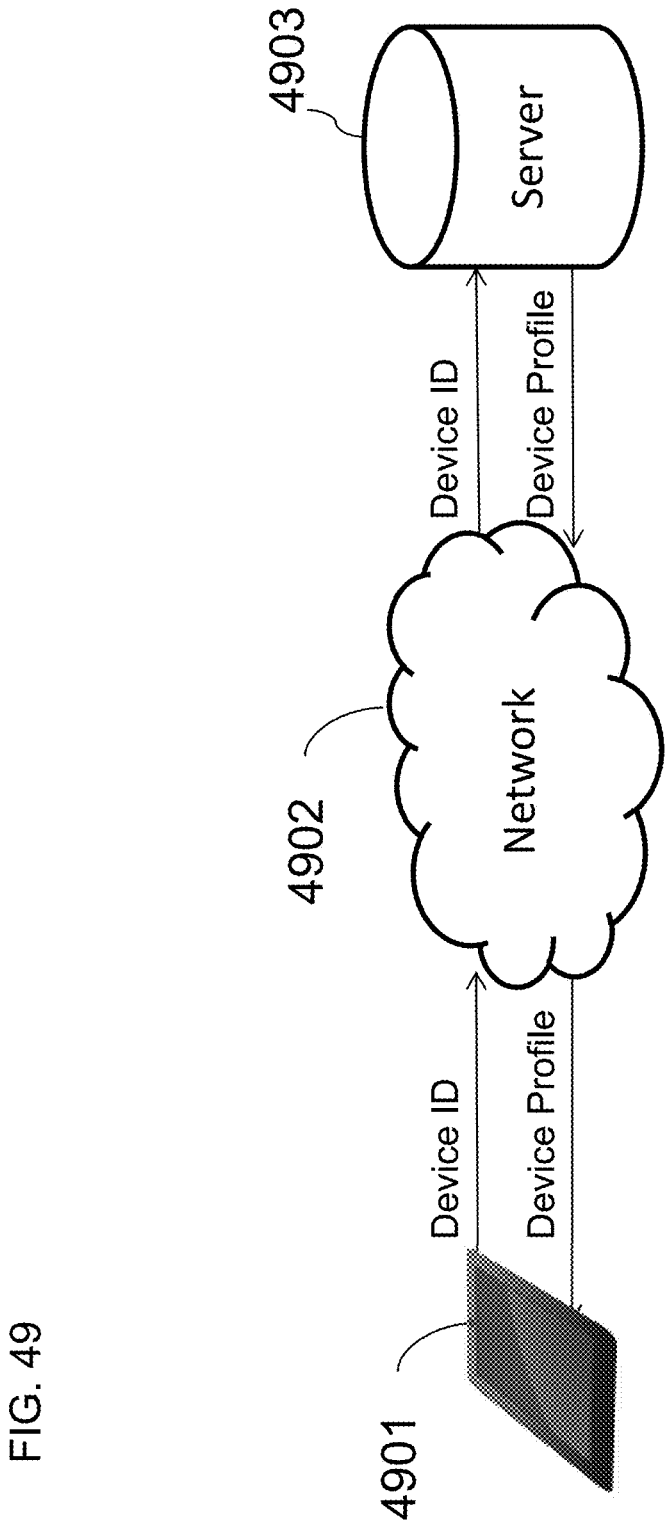

4903
Server
Device ID
Device Profile
4902
Network
Device ID
Device Profile
4901

FIG. 49

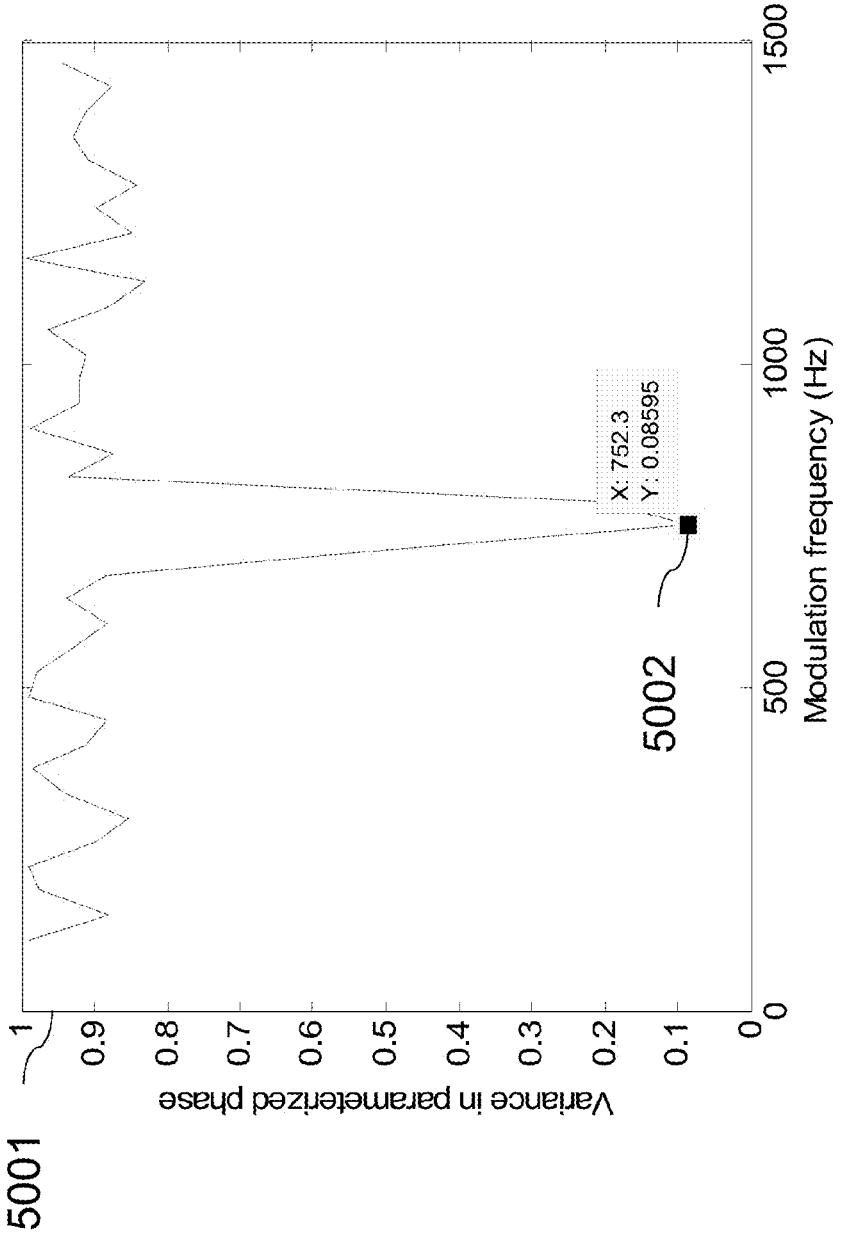

5001
Variance in parameterized phase
1
0.9
0.8
0.7
0.6
0.5
0.4
0.3
0.2
0.1
0
0
500
1000
1500
Modulation frequency (Hz)
X: 752.3
Y: 0.08595
5002

FIG. 50

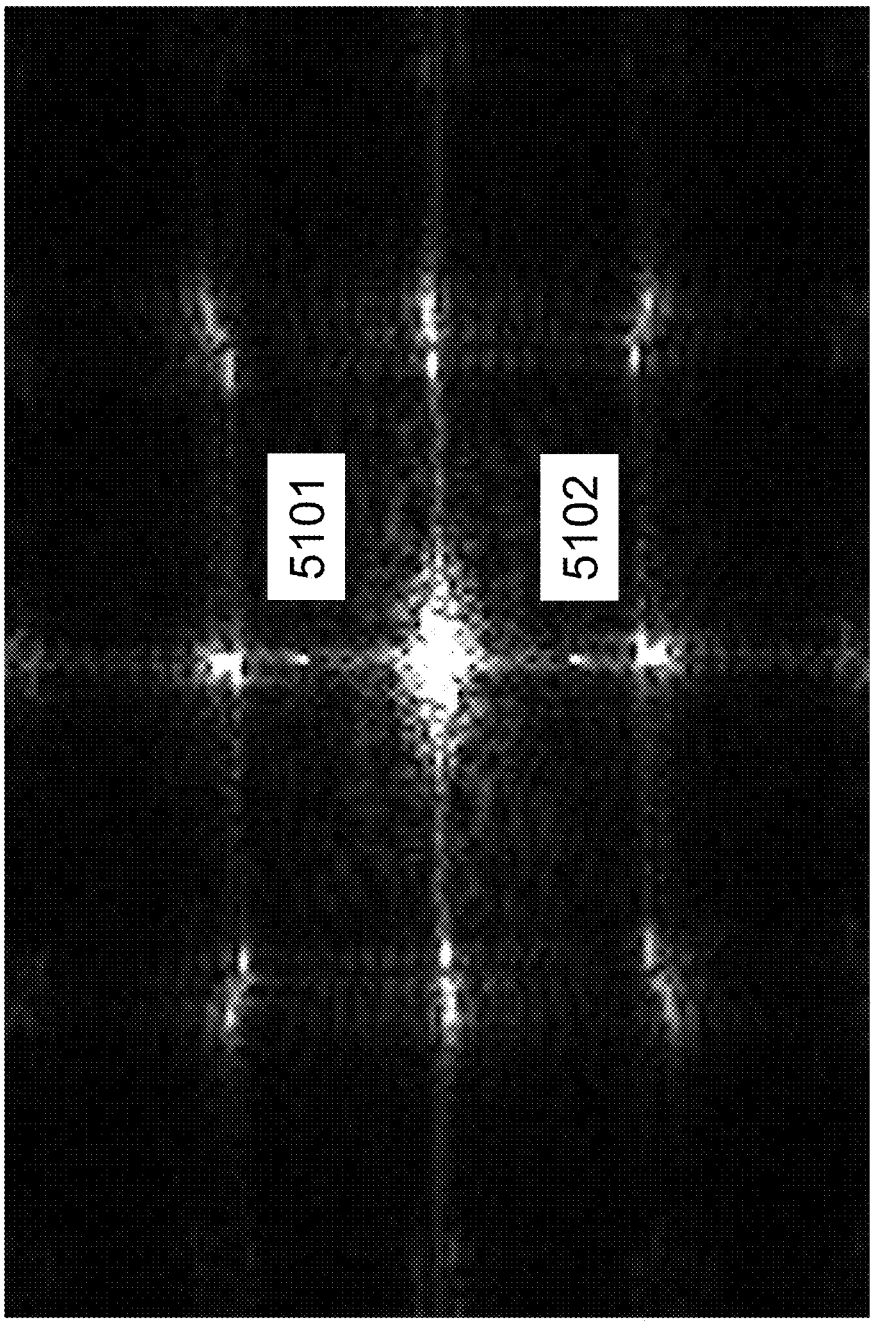


FIG. 51

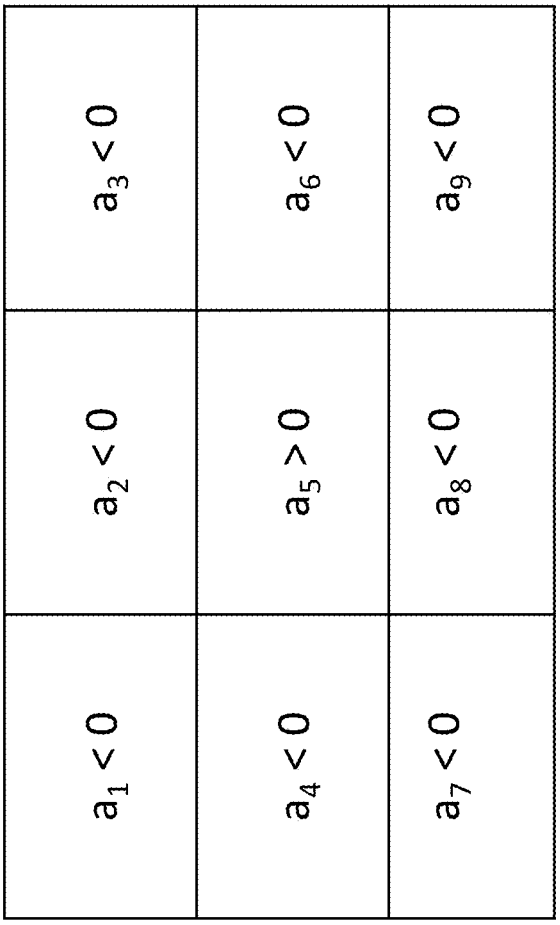


FIG. 52

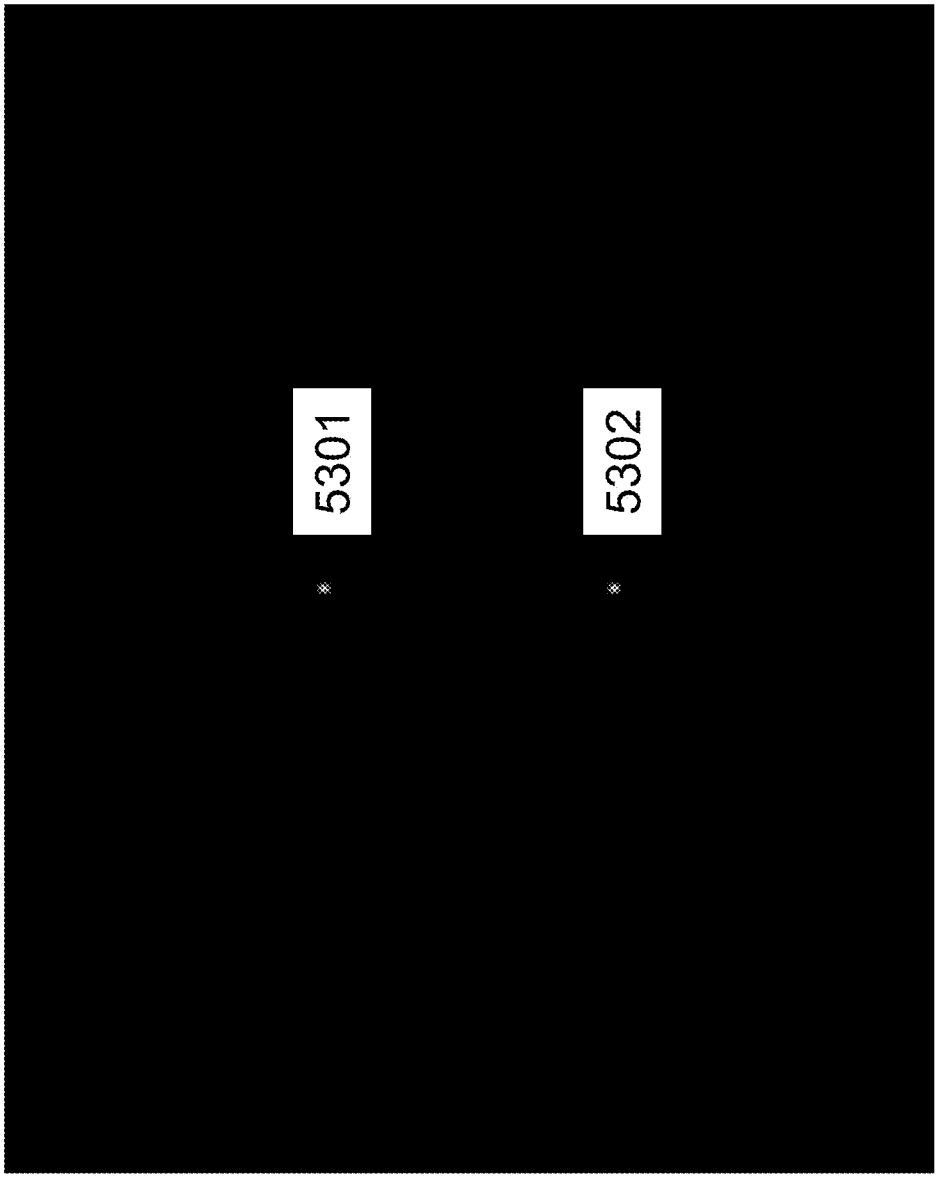


FIG. 53

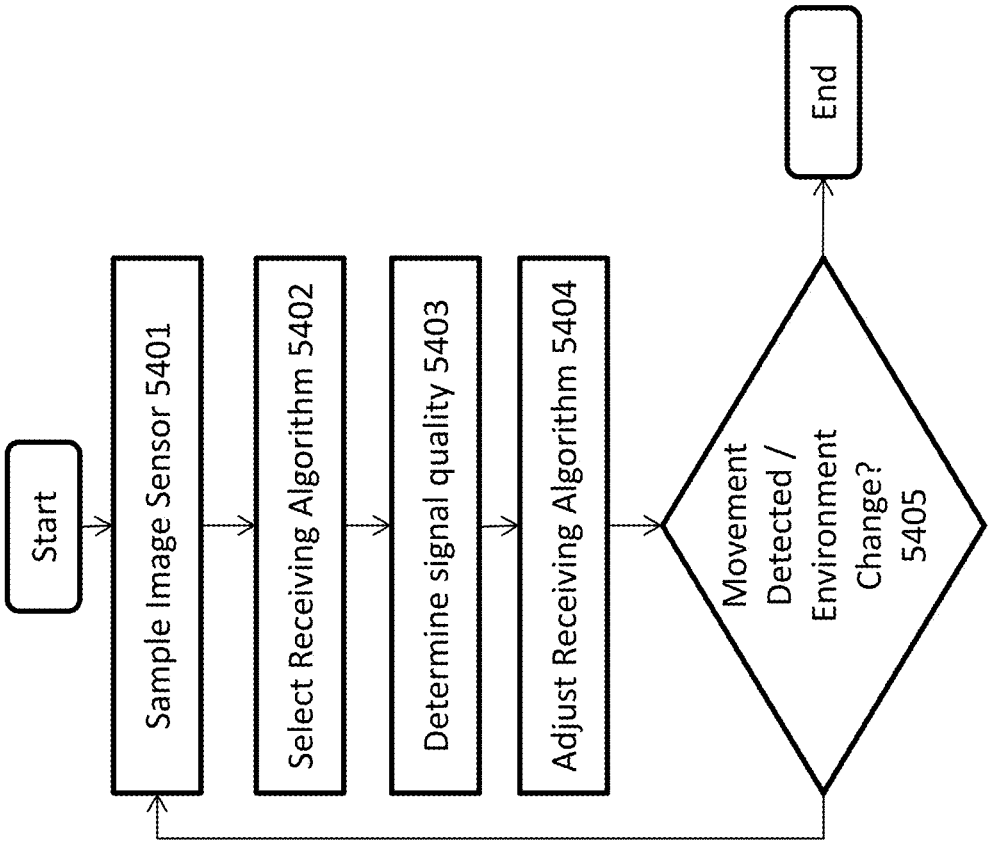

Start
Sample Image Sensor 5401
Select Receiving Algorithm 5402
Determine signal quality 5403
Adjust Receiving Algorithm 5404
Movement Detected / Environment Change? 5405
End

FIG. 54

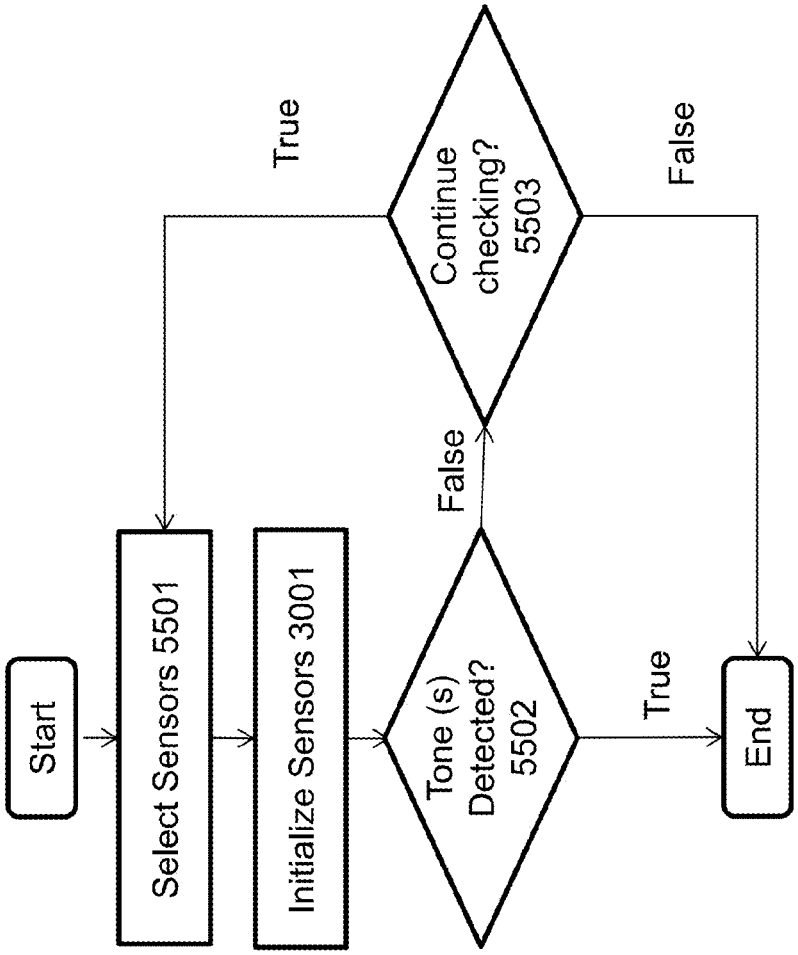

Start
Select Sensors 5501
Initialize Sensors 3001
Tone (s) Detected? 5502
True
End
False
Continue checking? 5503
True
False

FIG. 55

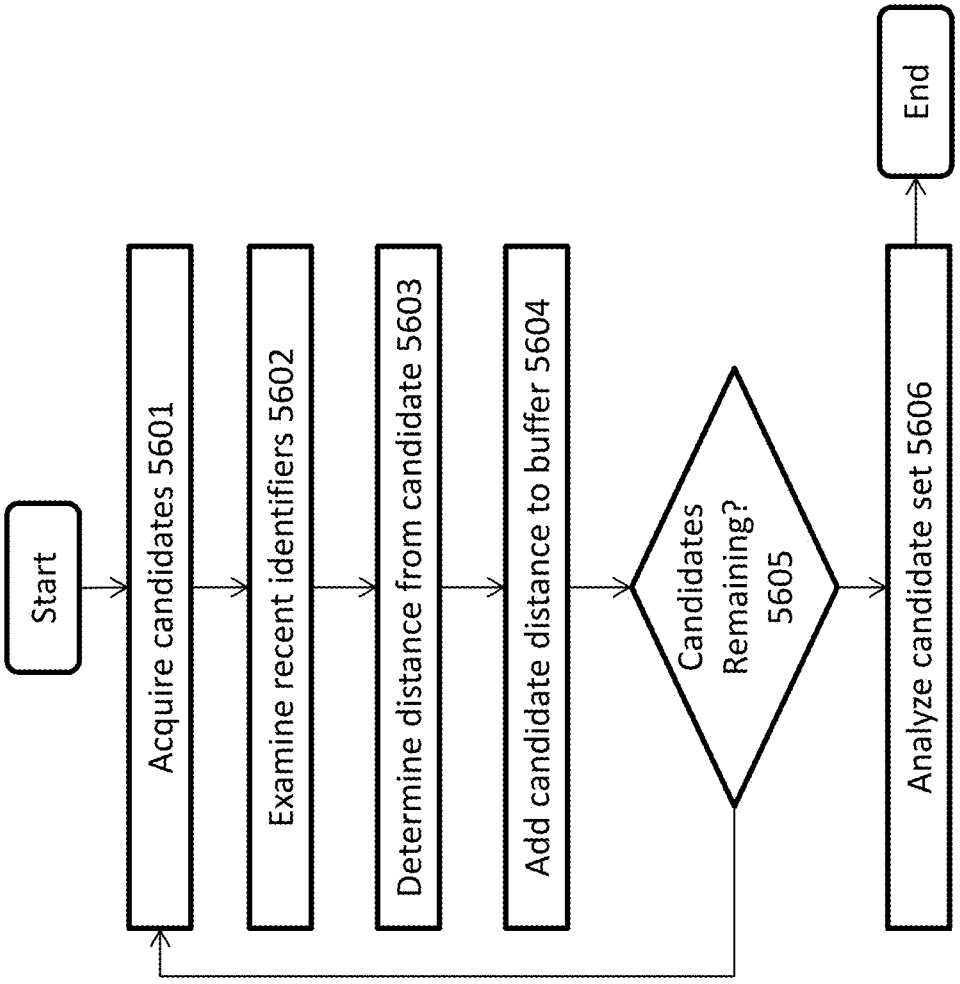

Start
Acquire candidates 5601
Examine recent identifiers 5602
Determine distance from candidate 5603
Add candidate distance to buffer 5604
Candidates Remaining? 5605
Analyze candidate set 5606
End

FIG. 56

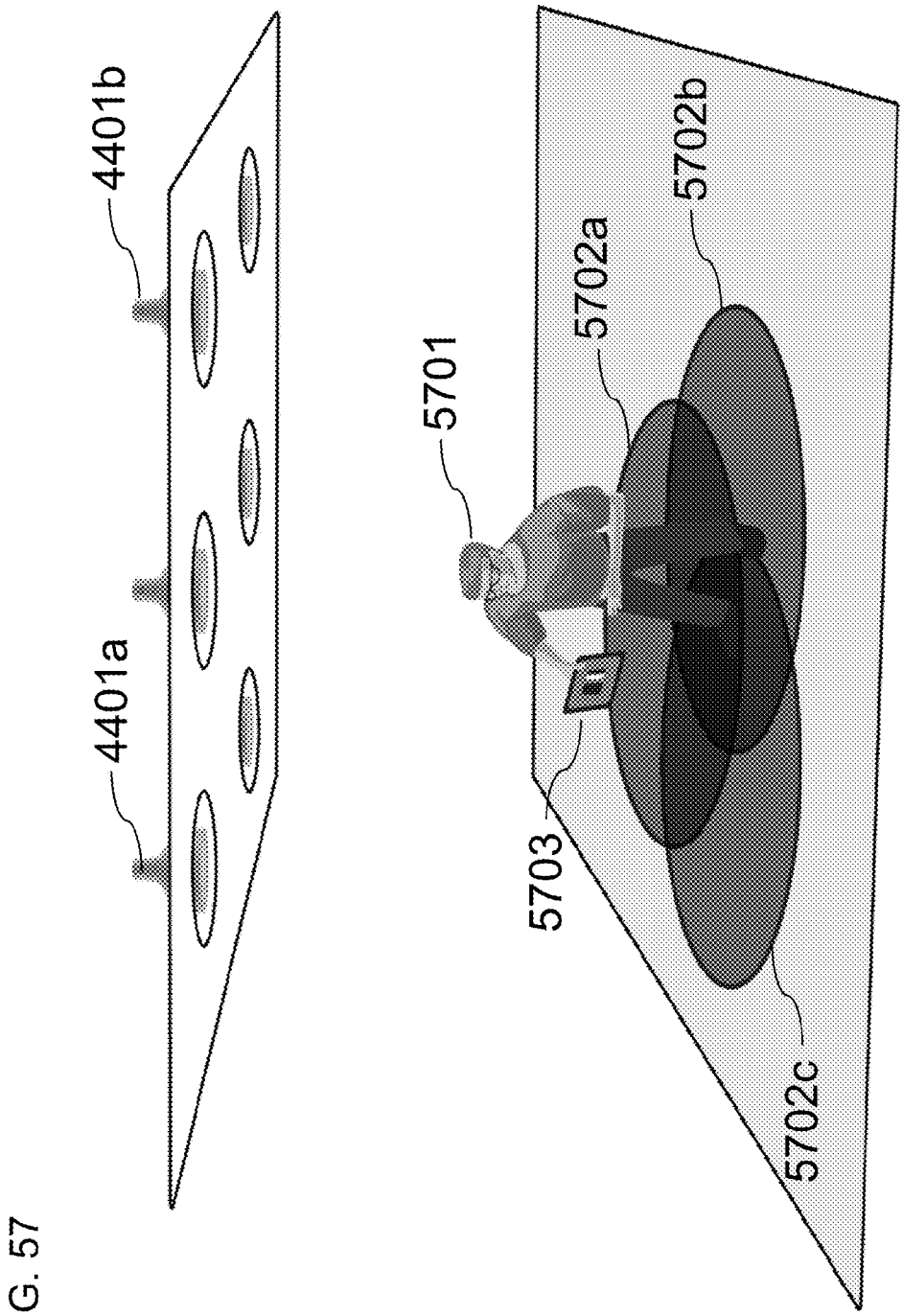


FIG. 57

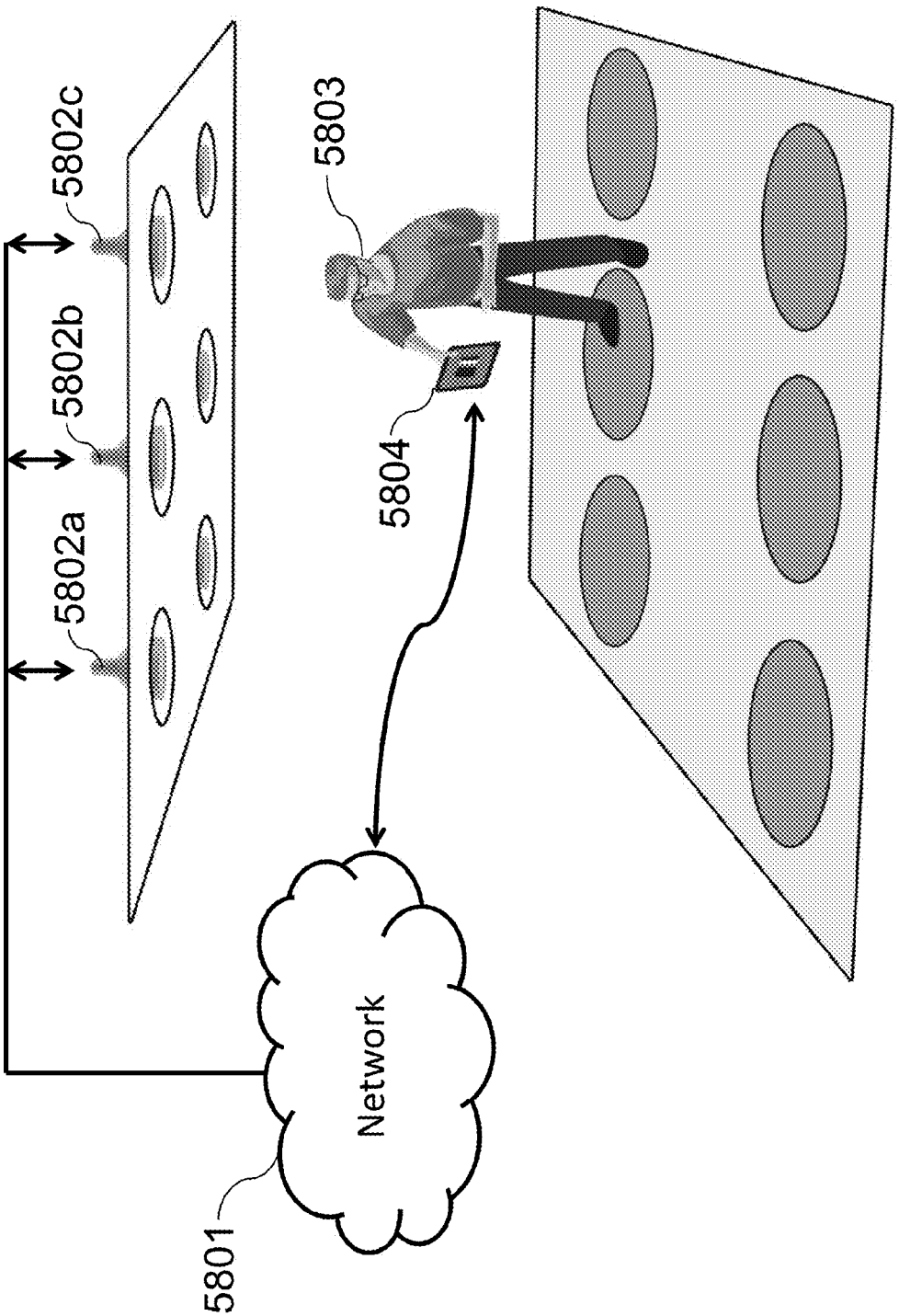


FIG. 58

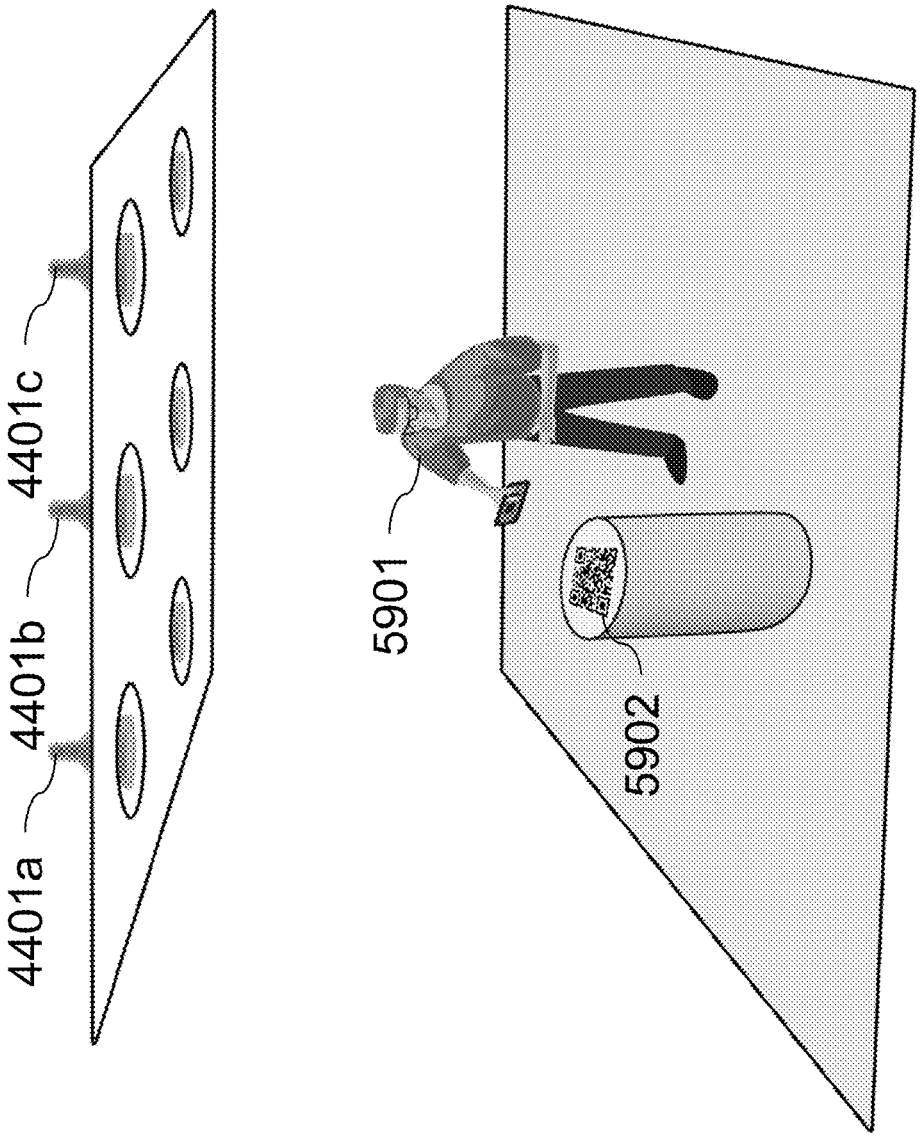


FIG. 59

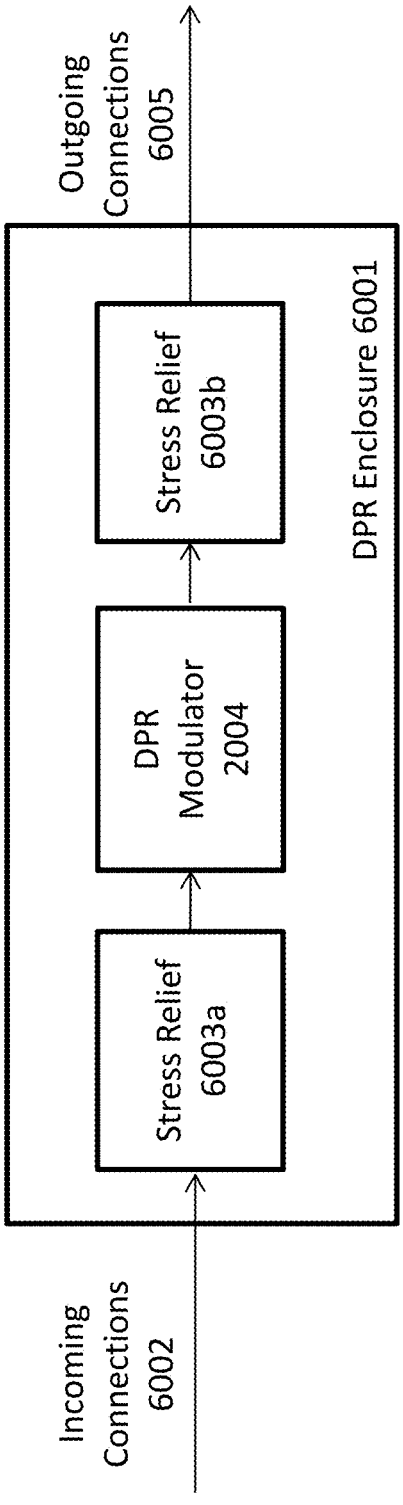

Outgoing Connections 6005
DPR Enclosure 6001
Stress Relief 6003b
DPR Modulator 2004
Stress Relief 6003a
Incoming Connections 6002

FIG. 60

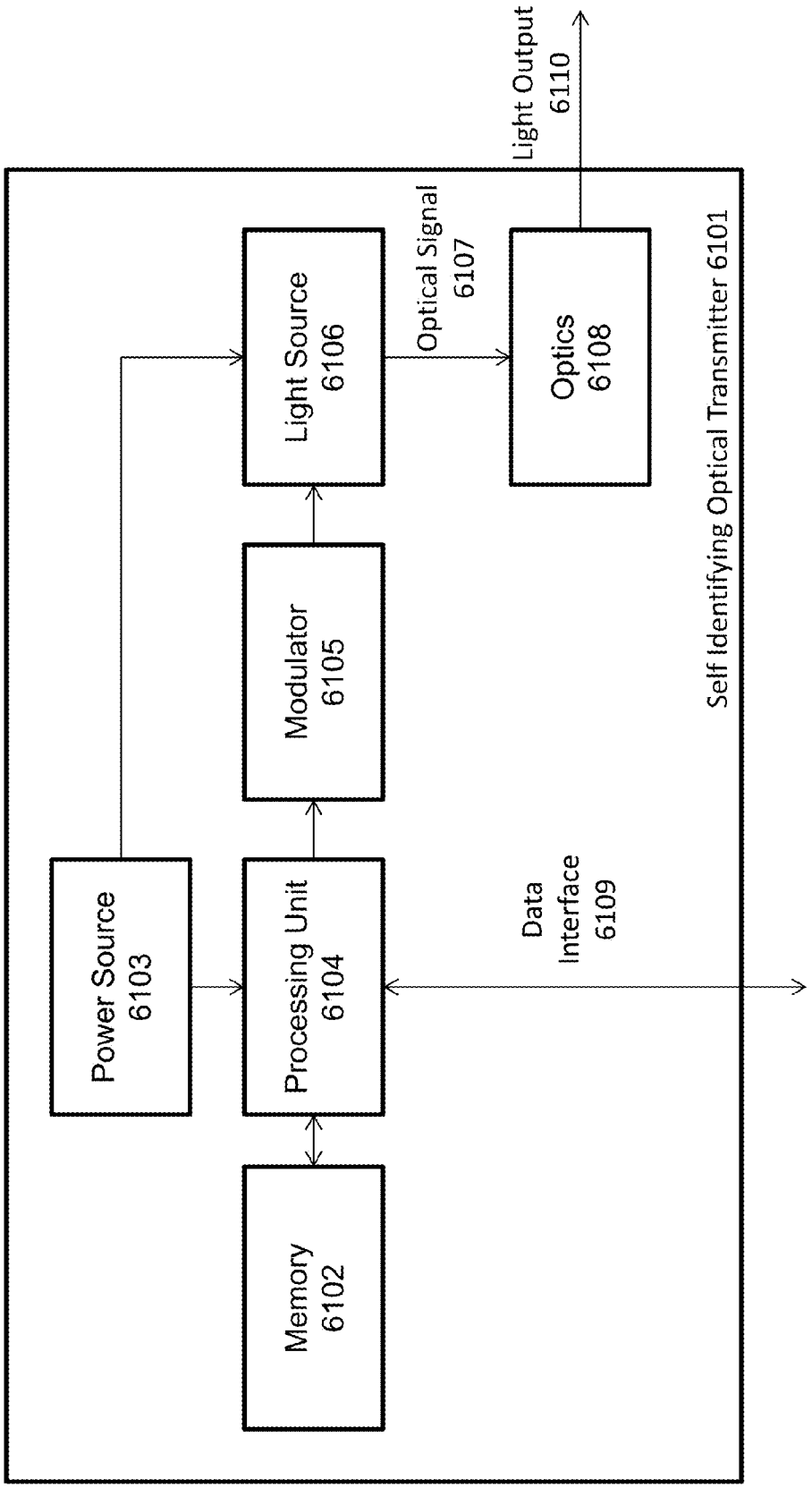

Light Output
6110
Optical Signal
6107
Light Source
6106
Optics
6108
Modulator
6105
Power Source
6103
Processing Unit
6104
Data
Interface
6109
Memory
6102
Self Identifying Optical Transmitter 6101

FIG 61

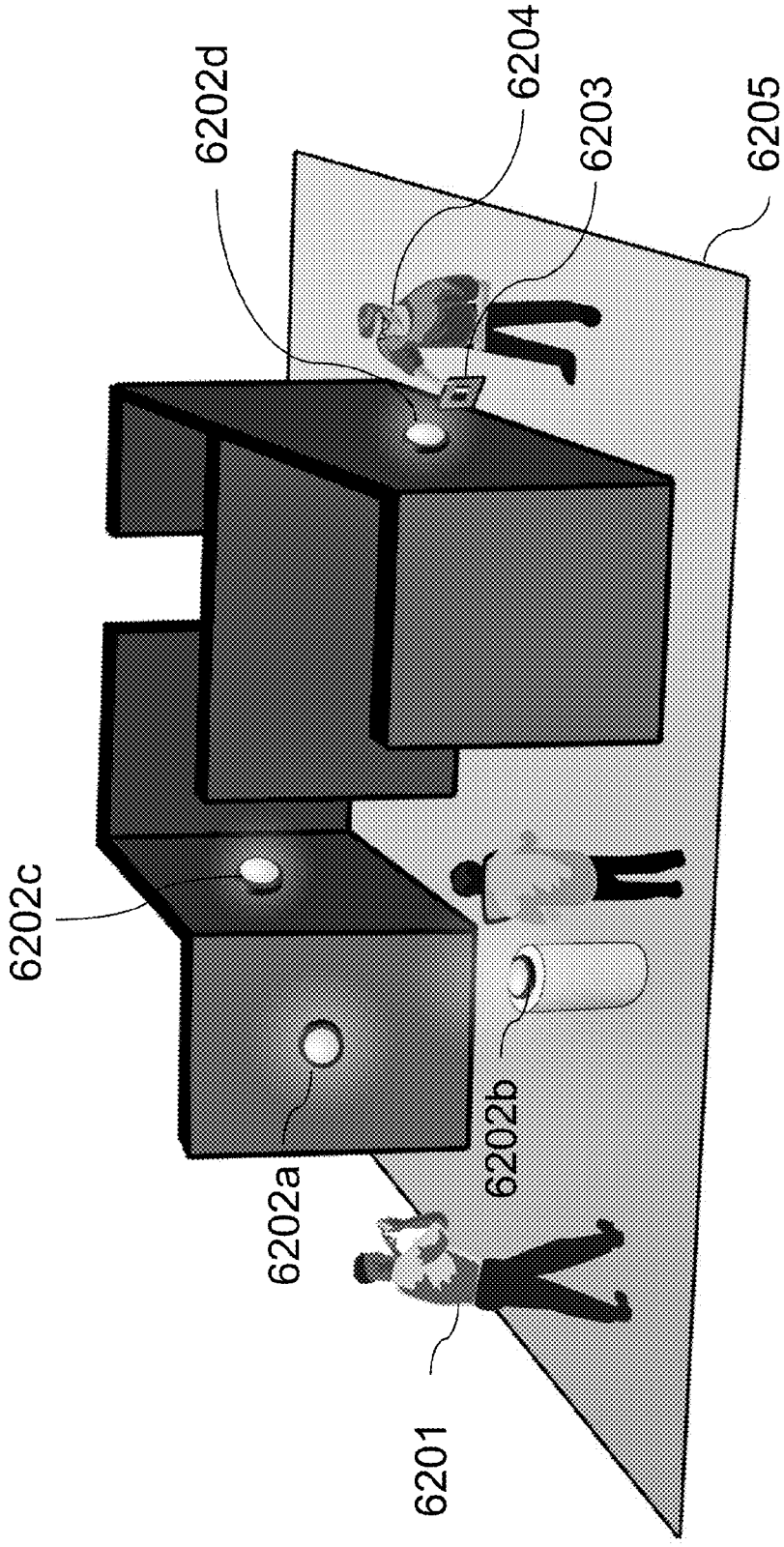


FIG 62

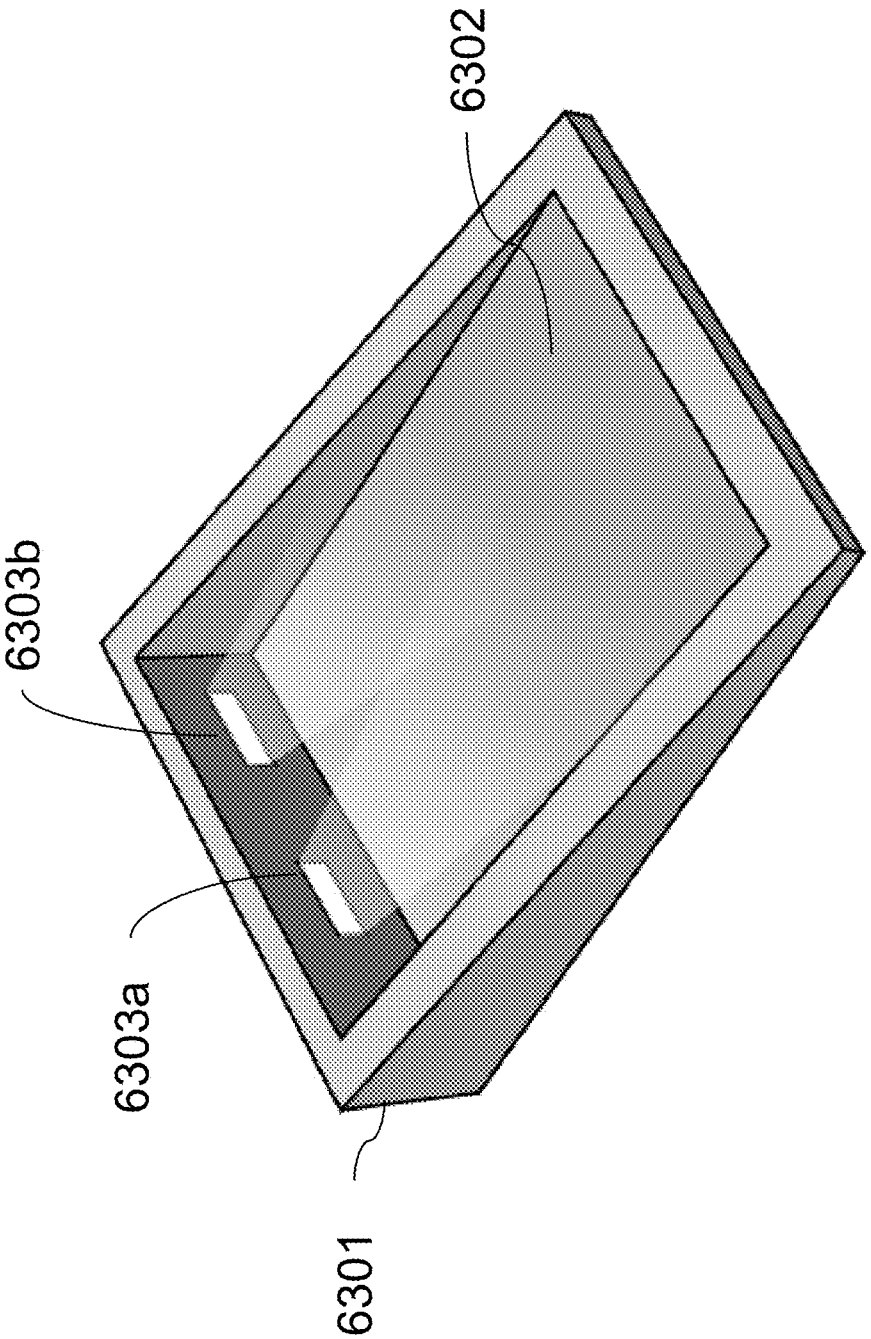


FIG 63

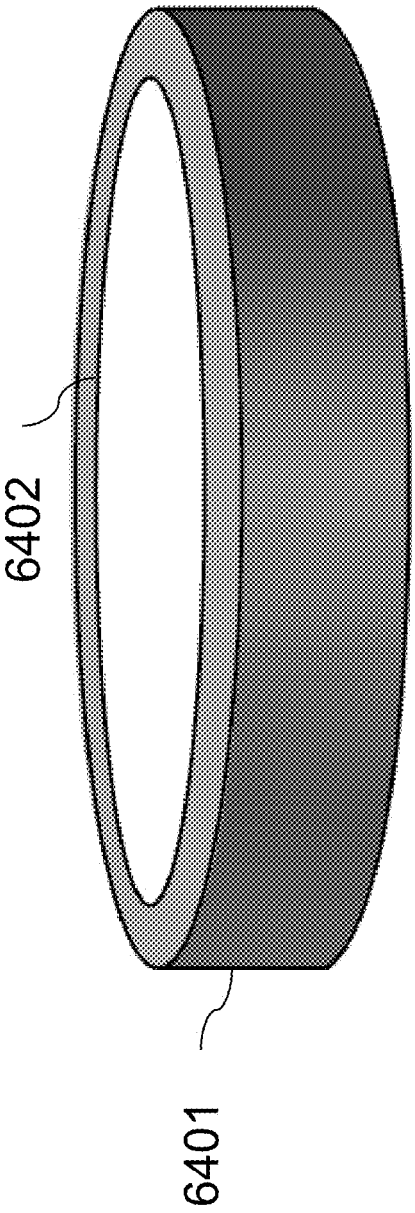


FIG 64

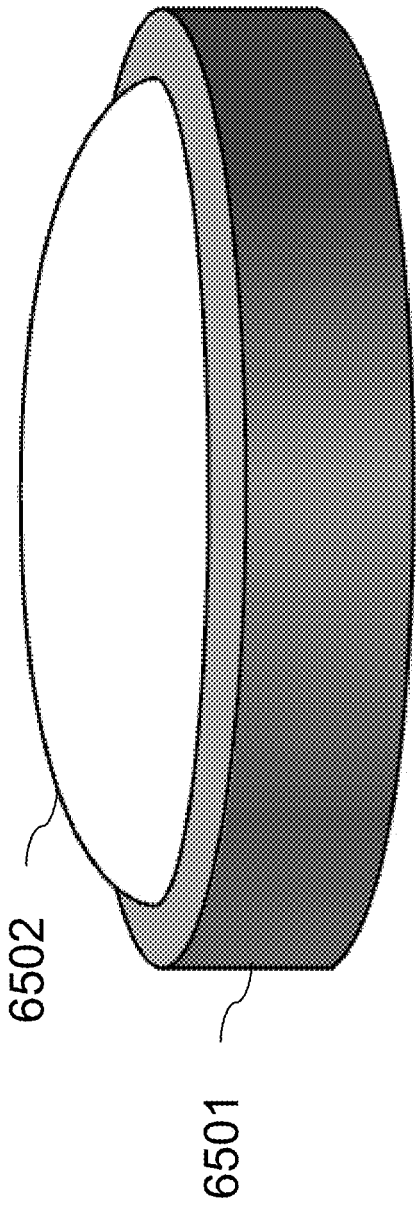


FIG 65

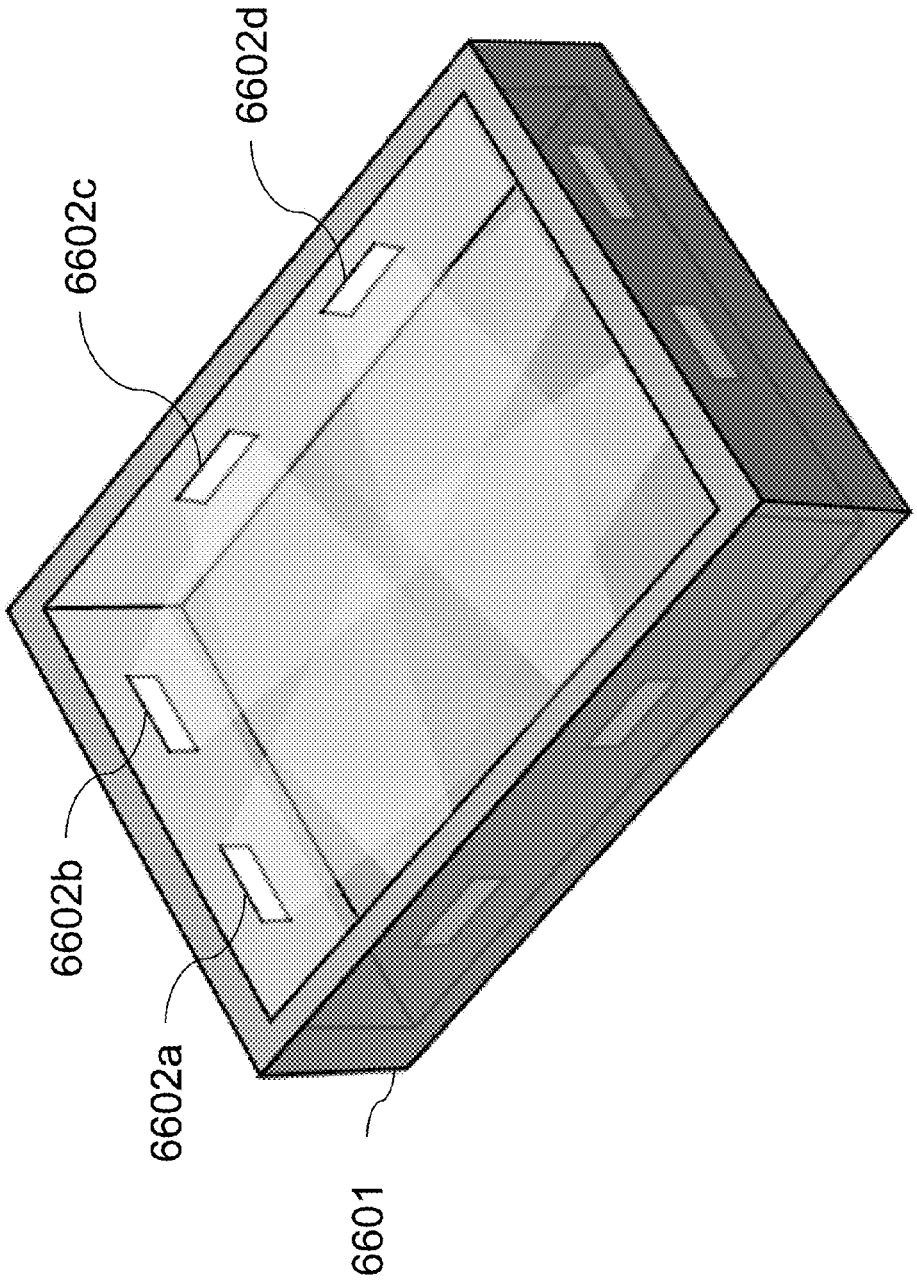


FIG 66

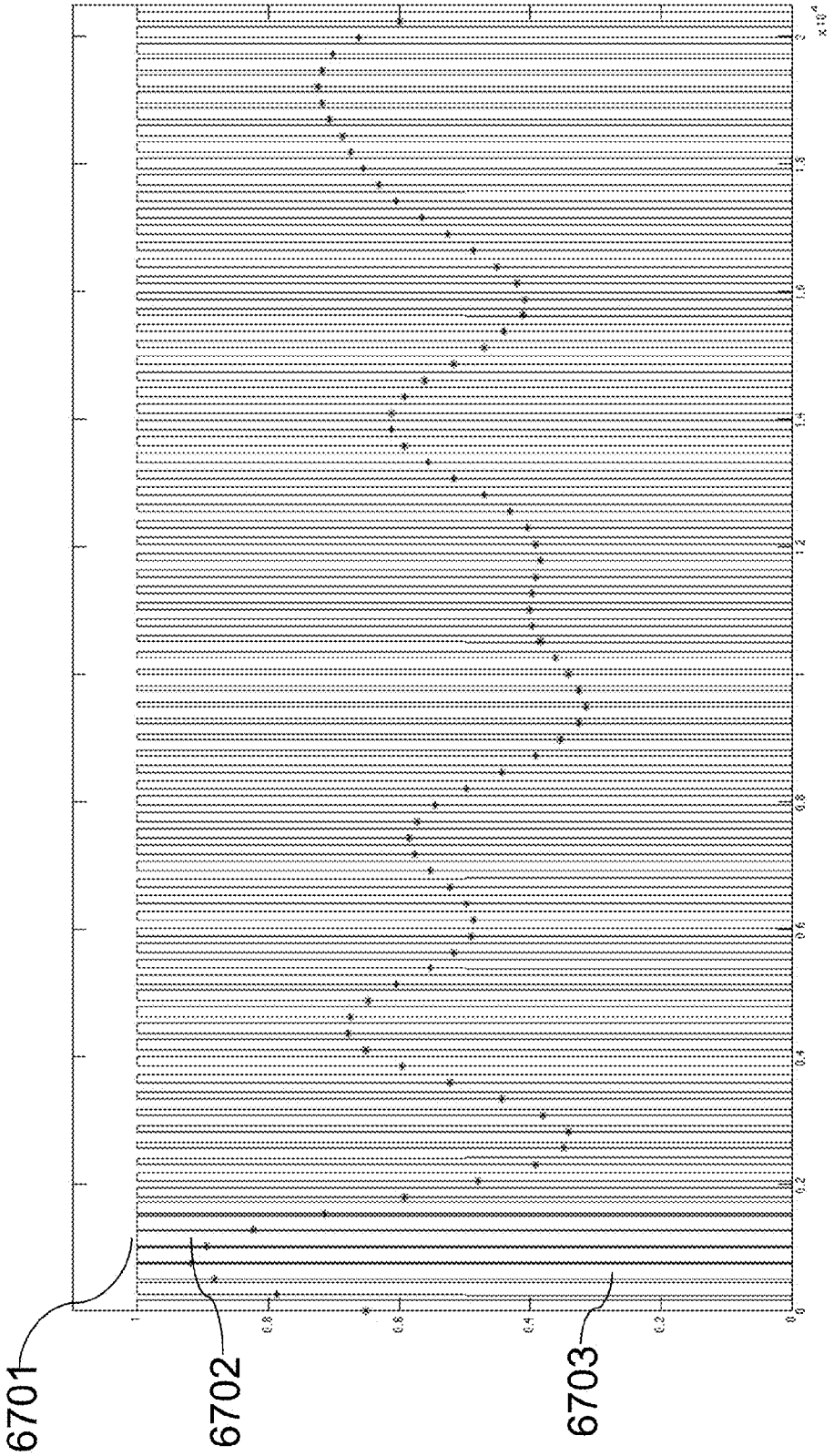


FIG 67

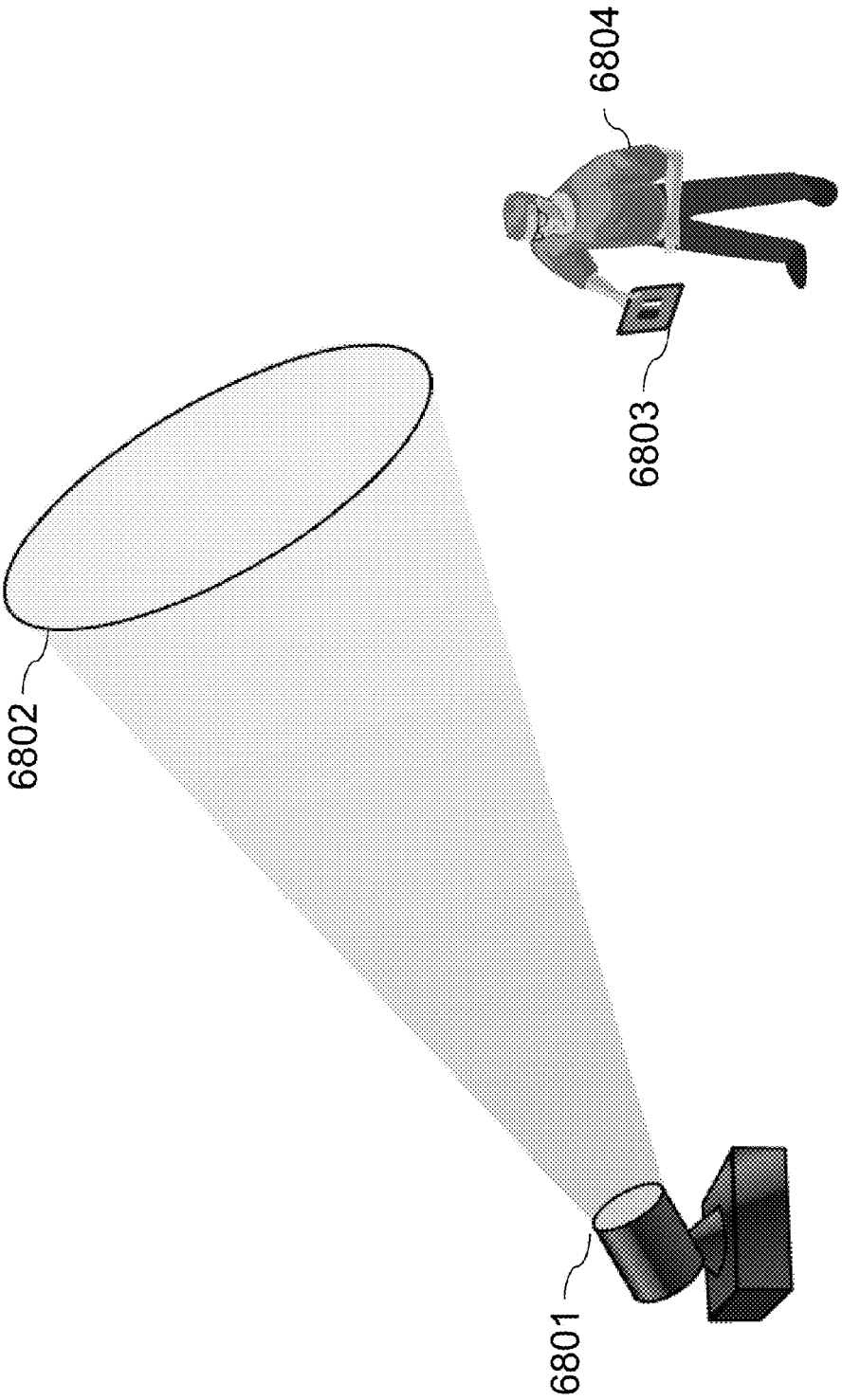


FIG 68

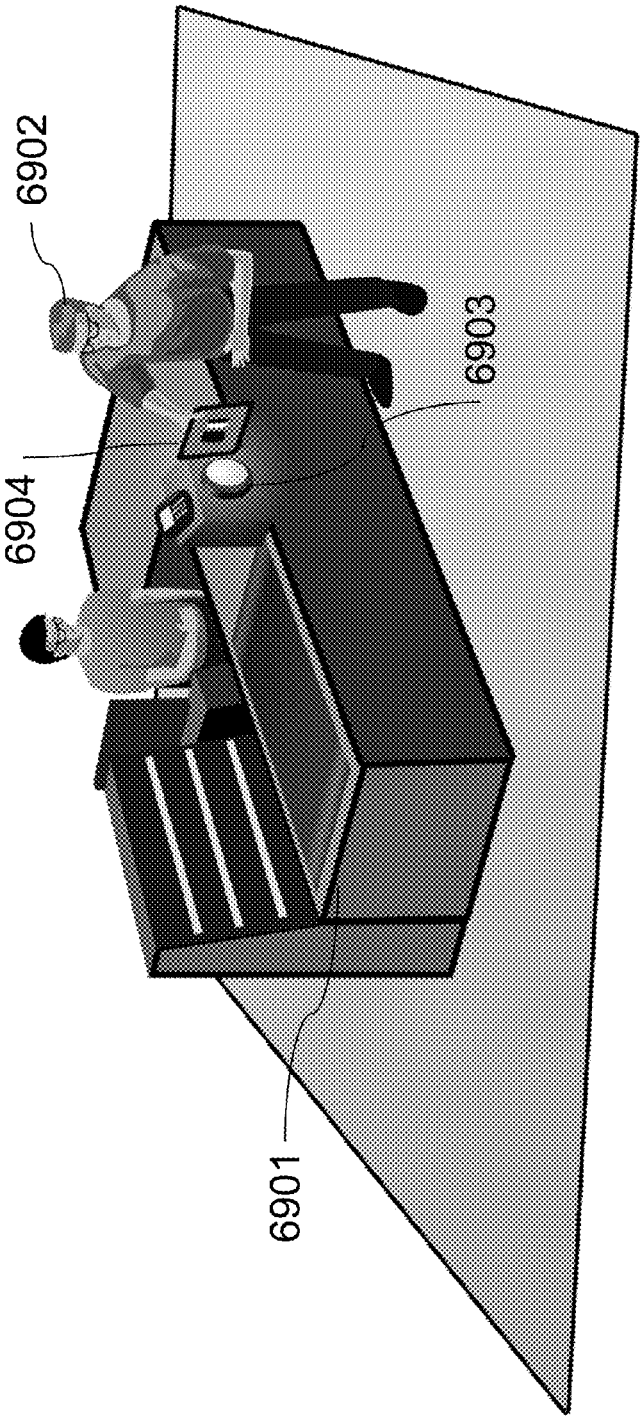


FIG 69

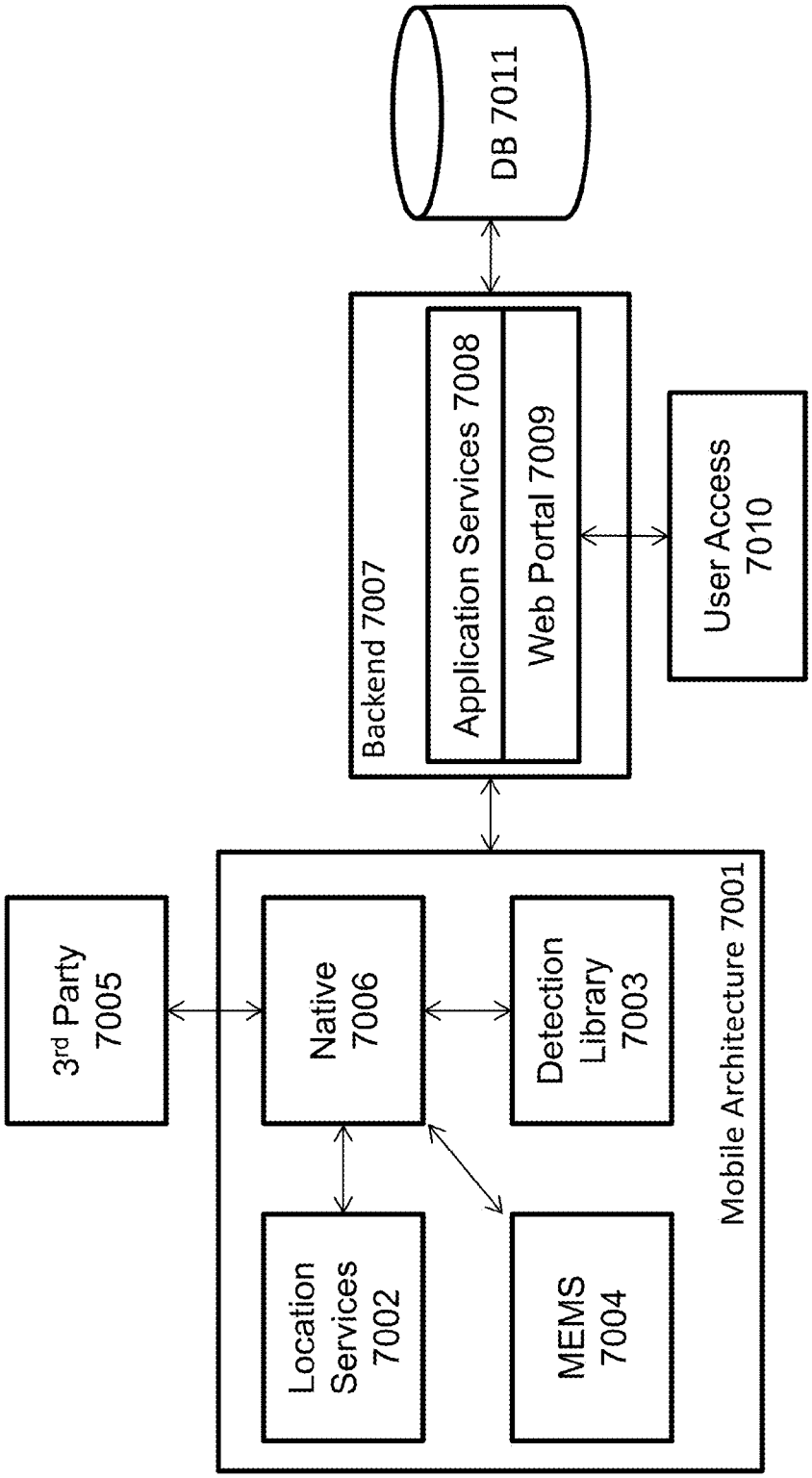

DB 7011
Backend 7007
Application Services 7008
Web Portal 7009
User Access 7010
3rd Party 7005
Native 7006
Detection Library 7003
Location Services 7002
MEMS 7004
Mobile Architecture 7001

FIG 70

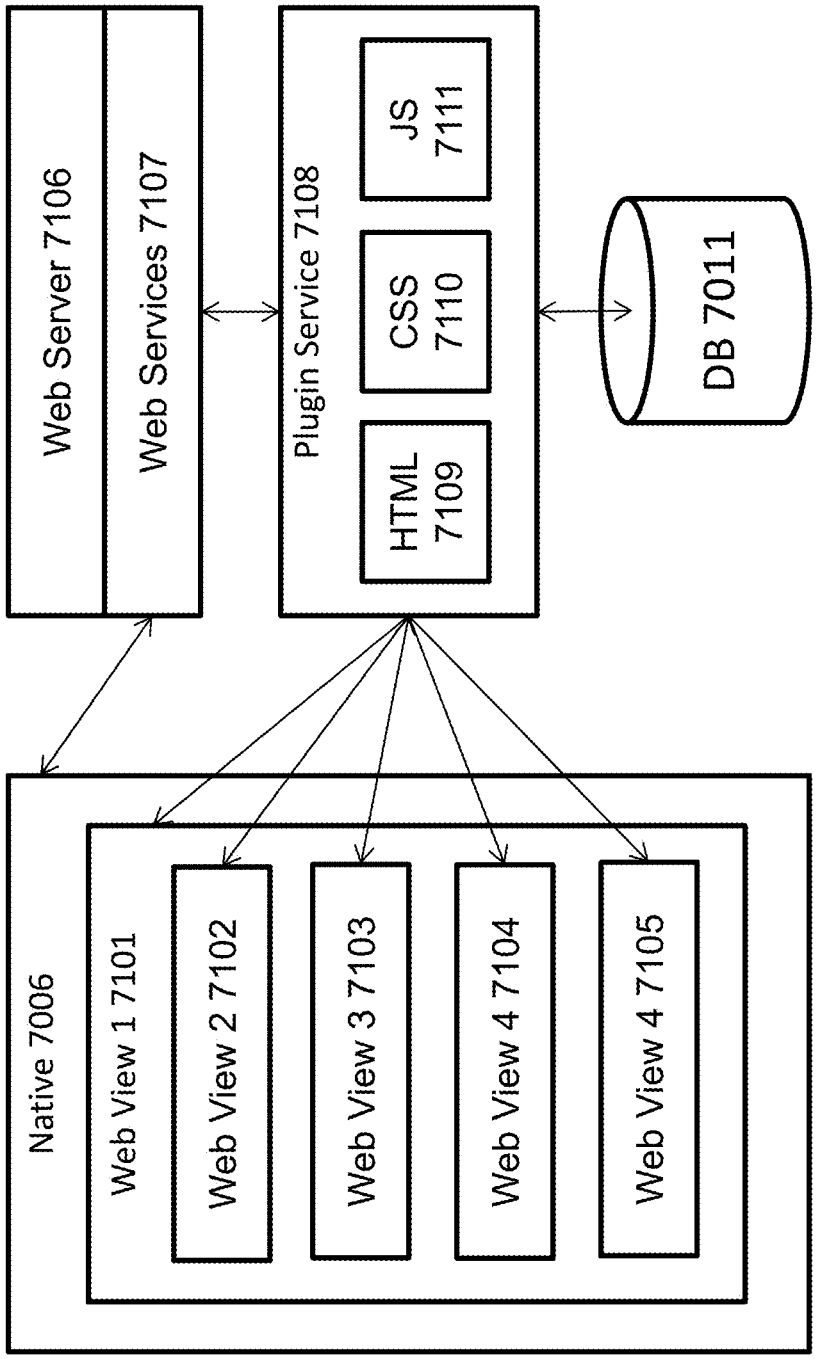

Web Server 7106
Web Services 7107
Plugin Service 7108
JS 7111
CSS 7110
HTML 7109
DB 7011
Native 7006
Web View 1 7101
Web View 2 7102
Web View 3 7103
Web View 4 7104
Web View 4 7105

FIG 71

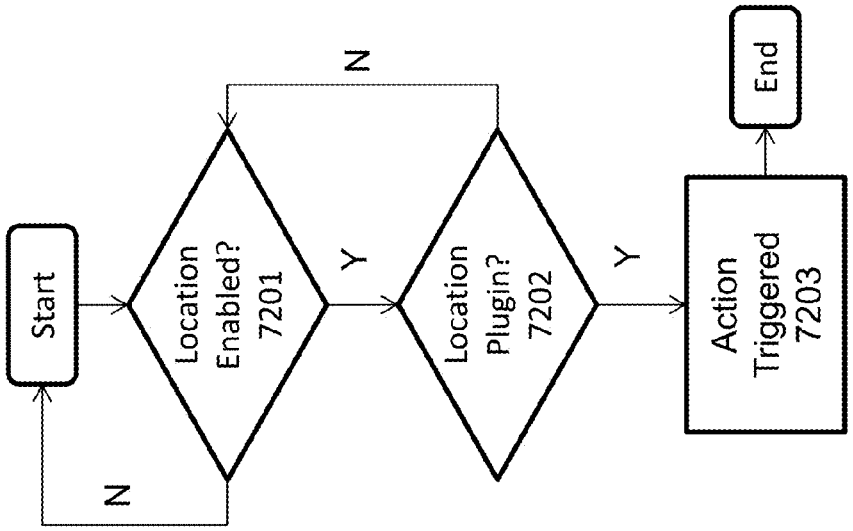

Start
Location Enabled? 7201
Y
N
Location Plugin? 7202
Y
N
Action Triggered 7203
End

FIG 72

LOCATION-BASED MOBILE SERVICES AND APPLICATIONS

CROSS-REFERENCE TO RELATED APPLICATIONS

This application claims priority under 35 U.S.C. §119(e) to U.S. Provisional Application No. 61/788,307, filed Mar. 15, 2013, entitled "Location-Based Mobile Services and Application," the contents of which are incorporated by reference herein.

This application is a continuation-in-part of and claims benefit under 35 U.S.C. §120 to U.S. Utility application Ser. No. 14/058,678, entitled "Self-Identifying One-Way Authentication Method Using Optical Signals", filed Oct. 21, 2013, the contents of which are incorporated herein by reference.

U.S. Utility application Ser. No. 14/058,678 claims priority under 35 U.S.C. §119(e) to U.S. Provisional Application No. 61/715,950, filed Oct. 19, 2012, entitled "Self-Identifying One-Way Authentication Method Using Optical Signals," the contents of which are incorporated by reference herein.

U.S. Utility application Ser. No. 14/058,678 is a continuation-in-part of and claims benefit under 35 U.S.C. §120 to U.S. Utility application Ser. No. 14/019,376, entitled "Configuration and Management Of Light Positioning System Using Digital Pulse Recognition", filed Sep. 5, 2013, the contents of which are incorporated herein by reference.

U.S. Utility application Ser. No. 14/019,376, entitled "Configuration and Management Of Light Positioning System Using Digital Pulse Recognition", claims priority under 35 U.S.C. §119(e) to U.S. Provisional Application No. 61/697,098, entitled "Configuration and Management of Light Positioning System Using Digital Pulse Recognition", filed Sep. 5, 2012, the contents of which are incorporated by reference herein.

U.S. Utility application Ser. No. 14/019,376, entitled "Configuration and Management Of Light Positioning System Using Digital Pulse Recognition", is a continuation-in-part of and claims benefit under 35 U.S.C. §120 to U.S. Utility application Ser. No. 13/718,233, entitled "Method and System for Configuring an Imaging Device for the Reception of Digital Pulse Recognition Information", filed Dec. 18, 2012, the entire contents of which are incorporated herein by reference.

U.S. Utility application Ser. No. 13/718,233, entitled "Method and System for Configuring an Imaging Device for the Reception of Digital Pulse Recognition Information", is a continuation of and claims benefit under 35 U.S.C. §120 to U.S. Utility application Ser. No. 13/526,656, entitled "Method and System for Configuring an Imaging Device for the Reception of Digital Pulse Recognition Information", filed Jun. 19, 2012, now U.S. Pat. No. 8,334,898.

U.S. Utility application Ser. No. 13/526,656, entitled "Method and System for Configuring an Imaging Device for the Reception of Digital Pulse Recognition Information", filed Jun. 19, 2012, now U.S. Pat. No. 8,334,898, claims priority under 35 U.S.C. §119(e) to U.S. Provisional Application No. 61/639,428, filed Apr. 27, 2012 and entitled "Method For Measuring Modulation Frequency Of A Light Source," the entire contents of which are incorporated herein by reference.

U.S. Utility application Ser. No. 13/526,656, entitled "Method and System for Configuring an Imaging Device for the Reception of Digital Pulse Recognition Information", filed Jun. 19, 2012, now U.S. Pat. No. 8,334,898, claims priority under 35 U.S.C. §119(e) to U.S. Provisional Application No. 61/635,413, filed Apr. 19, 2012 and entitled "Digital Pulse Recognition Demodulation Techniques For Light Based Positioning," the entire contents of which are incorporated herein by reference.

U.S. Utility application Ser. No. 13/526,656, entitled "Method and System for Configuring an Imaging Device for the Reception of Digital Pulse Recognition Information", filed Jun. 19, 2012, now U.S. Pat. No. 8,334,898, claims priority under 35 U.S.C. §119(e) to U.S. Provisional Application No. 61/567,484, filed Dec. 6, 2011 and entitled "Systems And Methods For Light Based Location," the entire contents of which are incorporated herein by reference.

U.S. Utility application Ser. No. 13/526,656, entitled "Method and System for Configuring an Imaging Device for the Reception of Digital Pulse Recognition Information", filed Jun. 19, 2012, now U.S. Pat. No. 8,334,898, claims priority under 35 U.S.C. §119(e) to U.S. Provisional Application No. 61/511,589, filed Jul. 26, 2011 and entitled "System Using Optical Energy For Wireless Data Transfer," the entire contents of which are incorporated herein by reference.

U.S. Utility application Ser. No. 13/526,656, entitled "Method and System for Configuring an Imaging Device for the Reception of Digital Pulse Recognition Information", filed Jun. 19, 2012 is a continuation-in-part of and claims benefit under 35 U.S.C. §120 to U.S. Utility application Ser. No. 13/446,520, entitled "Method And System For Tracking And Analyzing Data Obtained Using A Light Based Positioning System," filed Apr. 13, 2012, which is a continuation of and claims benefit under 35 U.S.C. §120 to U.S. Utility application Ser. No. 13/445,019, entitled "Single Wavelength Light Source for Use in Light Based Positioning System," filed Apr. 12, 2012; U.S. Utility application Ser. No. 13/435,448, entitled "A Method and System for Calibrating a Light Based Positioning System," filed Mar. 30, 2012, now abandoned; U.S. Utility application Ser. No. 13/422,591, entitled "Self Identifying Modulated Light Source," filed Mar. 16, 2012; U.S. Utility application Ser. No. 13/422,580, entitled "Light Positioning System Using Digital Pulse Recognition," filed Mar. 16, 2012, now U.S. Pat. No. 8,248,467; U.S. Utility application Ser. No. 13/369,147, entitled "Content Delivery Based on a Light Positioning System," filed Feb. 8, 2012; and U.S. Utility application Ser. No. 13/369,144, entitled "Independent Beacon Based Light Positioning System," filed Feb. 8, 2012.

U.S. Utility application Ser. No. 13/526,656, entitled "Method and System for Configuring an Imaging Device for the Reception of Digital Pulse Recognition Information", filed Jun. 19, 2012, now U.S. Pat. No. 8,334,898, is also a continuation-in-part of and claims benefit under 35 U.S.C. §120 to U.S. Utility application Ser. No. 13/446,506, entitled "Method And System For Determining the Position Of A Device In A Light Based Positioning System Using Locally Stored Maps," filed Apr. 13, 2012, which is a continuation of and claims benefit under 35 U.S.C. §120 to U.S. Utility application Ser. No. 13/445,019, entitled "Single Wavelength Light Source for Use in Light Based Positioning System," filed Apr. 12, 2012; U.S. Utility application Ser. No. 13/435,448, entitled "A Method and System for Calibrating a Light Based Positioning System." filed Mar. 30, 2012, now abandoned; U.S. Utility application Ser. No. 13/422,591, entitled "Self Identifying Modulated Light Source," filed Mar. 16, 2012; U.S. Utility application Ser. No. 13/422,580, entitled "Light Positioning System Using Digital Pulse Recognition," filed Mar. 16, 2012, now U.S. Pat. No. 8,248,467; U.S. Utility application Ser. No. 13/369,147, entitled "Content Delivery Based on a Light Positioning System," filed Feb. 8, 2012; and

U.S. Utility application Ser. No. 13/369,144, entitled "Independent Beacon Based Light Positioning System," filed Feb. 8, 2012.

U.S. Utility application Ser. No. 13/526,656, entitled "Method and System for Configuring an Imaging Device for the Reception of Digital Pulse Recognition Information", filed Jun. 19, 2012, now U.S. Pat. No. 8,334,898, is also related to the following applications, filed concurrently with U.S. Utility application Ser. No. 13/526,656, the entire contents of which are incorporated herein by reference: U.S. patent application Ser. No. 13/526,808, filed on Jun. 19, 2012, entitled "Method And System For Modifying A Beacon Light Source For Use In A Light Based Positioning System;" U.S. patent application Ser. No. 13/526,788, filed on Jun. 19, 2012, entitled "Method And System For Modulating A Light Source In A Light Based Positioning System Using A DC Bias;" U.S. patent application Ser. No. 13/526,812, filed on Jun. 19, 2012, entitled "Device For Dimming A Beacon Light Source Used In A Light Based Positioning System;" U.S. patent application Ser. No. 13/526,781, filed on Jun. 19, 2012, entitled "Method And System For Modulating A Beacon Light Source In A Light Based Positioning System;" U.S. patent application Ser. No. 13/526,773, filed on Jun. 19, 2012, entitled "Method And System For Digital Pulse Recognition Demodulation;" U.S. patent application Ser. No. 13/526,814, filed on Jun. 19, 2012, entitled "Method And System For Video Processing To Determine Digital Pulse Recognition Tones;" and U.S. patent application Ser. No. 13/526,779, filed on Jun. 19, 2012, entitled "Method And System For Demodulating A Digital Pulse Recognition Signal In A Light Based Positioning System Using A Fourier Transform."

The above referenced applications are hereby incorporated by reference in their entirety.

FIELD OF THE DISCLOSURE

This disclosure relates generally to systems and methods for the use of self-identifying modulated light signals.

BACKGROUND

Indoor positioning services refers to methods where networks of devices and algorithms are used to locate mobile devices within buildings. Indoor positioning is regarded as a key component of location-aware mobile computing and is an important element in provided augmented reality (AR) services. Location aware computing refers to applications that utilize a user's location to provide content relevant to location. Additionally, AR is a technology that overlays a virtual space onto a real (physical) space. To successfully enable AR and location aware computing, accurate indoor positioning is an important requirement.

Global Positioning Systems (GPS) loses significant power when passing through construction materials, and suffers from multi-path propagation effects that make it unsuitable for indoor environments. Techniques based on received signal strength indication (RSSI) from WiFi and Bluetooth wireless access points have also been explored. However, complex indoor environments cause radio waves propagate in dynamic and unpredictable ways, limiting the accuracy of positioning systems based on RSSI. Ultrasonic techniques (US), which transmit acoustic waves to microphones, are another method which can be used to approximate indoor position. They operate at lower frequencies than systems based on WiFi and attenuate significantly when passing through walls. This potentially makes US techniques more accurate than WiFi or Bluetooth techniques.

Optical indoor positioning techniques use optical signals, either visible or infrared, and can be used to accurately locate mobile devices indoors. These are more accurate than the approaches mentioned previously, since optical signals are highly directional and cannot penetrate solid objects. However this directionality limits the potential reliability of optical signals, since difficulty in aligning the receiver and transmitter can occur.

A variety of systems transmit a one-way authentication signal from an infrastructure endpoint to a mobile device. Applications that make use of one-way authentication include mobile loyalty solutions, ticketing, secure access control, payments, media sharing, and social media. A common technology used for one-way authentication is Quick Response Codes ("QR codes"). QR codes are two-dimensional barcodes. Mobile devices that include cameras can take a picture of the QR code and then decode the information associated with the QR code. However, QR codes have the disadvantage of being easily copied. Anyone having a device with a camera can take a picture of a QR code, print it out, and replicate it. For example, when QR codes are used in mobile loyalty solutions, it is possible for users to cheat the system by taking pictures of the QR codes and submitting fake scans. An alternative emerging technology is Near-Field-Communication (NFC), which uses radio frequency transmission to transmit an authentication message over a short distance. However, NFC is still in the nascent stages of adoption. Many mobile devices do not have NFC capabilities, and NFC terminals have not yet been widely deployed.

SUMMARY

In one aspect, the present disclosure relates to a method of performing a location-based search from a mobile device in a given location, the mobile device having an image sensor, the method comprising using the image sensor, capturing a signal broadcast from a light source; demodulating the signal to determine an identifier associated with the light source; receiving a search query from a mobile device user requesting information relevant to the location of the mobile device; transmitting the identifier and the search query to a search service; and in response to the transmission comprising the identifier and the search query, receiving the information relevant to the location of the mobile device. In some embodiments, the mobile device user is prompted to enter the search query based on the location of the mobile device, the location of the mobile device being determined based on the identifier associated with the light source. In some embodiments, the search service is determined based on the location of the mobile device, the location of the mobile device being determined based on the identifier associated with the light source. In some embodiments, a digital assistant for interacting with the mobile device user and directing search queries to the search service is invoked on the mobile device based on the location of the mobile device, the location of the mobile device being determined based on the identifier associated with the light source. In some embodiments, the digital assistant is one of an artificial intelligence engine, a virtual hologram, an audio and/or video call to an individual, a text message, or a chat dialogue. In some embodiments, the location is a retail environment and the digital assistant directs search queries to an individual based on a location of the mobile device within the retail environment. In some embodiments, the location is one of a public building, a factory, a warehouse, a museum, a convention center, a school, a university, a government facility, or a commercial building. In some embodiments, the signal comprises a modulated light

signal. In some embodiments, the light source comprises an asynchronous light source. In one aspect, the present disclosure also relates to an apparatus for performing a location-based search from a mobile device in a given location comprising an imaging sensor configured to capture a signal broadcast from a light source; and a processor in communication with the imaging sensor configured to receive the signal from image sensor; demodulate the signal to determine an identifier associated with the light source; receive a search query from a mobile device user requesting information relevant to the location of the mobile device; transmit the identifier and the search query to a search service; and in response to the transmission comprising the identifier and the search query, receive the information relevant to the location of the mobile device.

BRIEF DESCRIPTION OF THE DRAWINGS

FIG. **1** is a representation of a mobile device receiving light from a LED light source, according to some embodiments of the present disclosure.

FIG. **2** is a representation of a mobile device receiving multiple sources of light simultaneously from multiple LED light sources, according to some embodiments of the present disclosure.

FIG. **3** is a representation of the internal components commonly found in a LED light source that is capable of being modulated to send digital data.

FIG. **4** illustrates information which can be optically transmitted from an LED light source.

FIG. **5** is a representation of the components which are commonly found in mobile devices which enable them to receive optical signals from LED sources.

FIG. **6** is a representation of multiple LED light sources sending unique information to multiple mobile devices.

FIG. **7** illustrates the process of a mobile device sending identification information and receiving location information via a network to a server.

FIG. **8** illustrates the high level contents of the server which includes databases and web services for individual areas enabled with light positioning systems.

FIG. **9** illustrates the components inside the databases.

FIG. **10** illustrates the information contained in the Light IDs database.

FIG. **11** illustrates the information contained in the Maps database.

FIG. **12** illustrates the information contained in the Content database.

FIG. **13** illustrates the information contained in the Analytics database.

FIG. **14** illustrates the process of a mobile device receiving location and content information via a light-based positioning system.

FIG. **15** is a process illustrating the background services and how they activate various sensors contained inside the mobile device.

FIG. **16** illustrates the process of combining multiple information sources with a light-based positioning service.

FIG. **17** illustrates how a client accesses multiple light positioning enabled locations with multiple mobile devices.

FIGS. **18**A-**18**C are representations of a light source undergoing pulse-width-modulation at varying duty cycles, according to some embodiments of the present disclosure.

FIGS. **19**A-**19**C are representations of a light source undergoing pulse-width-modulation at varying duty cycles with a DC offset, according to some embodiments of the present disclosure.

FIG. **20** is a block diagram of a DPR modulator with a dimming control system for a light source, according to some embodiments of the present disclosure.

FIG. **21** is a representation of a block diagram of a DPR modulator, according to some embodiments of the present disclosure.

FIG. **22** is a block diagram of an encoder for DPR modulation, according to some embodiments of the present disclosure.

FIG. **23** is a block diagram for a waveform generator for DPR modulation, according to some embodiments of the present disclosure.

FIG. **24** is a block diagram of a symbol selector system module, which is used to select an appropriate symbol for use in DPR modulation, according to some embodiments of the present disclosure.

FIG. **25** is a plot of a camera sampling function, according to some embodiments of the present disclosure.

FIG. **26** is a plot of a modulated illumination function undergoing DPR modulation at a frequency of 300 Hz, according to some embodiments of the present disclosure.

FIG. **27** is a plot of a convolution of a camera sampling function and a DPR modulated light signal, according to some embodiments of the present disclosure.

FIG. **28** is a model of the CMOS sampling function for a rolling shutter, according to some embodiments of the present disclosure.

FIG. **29** is a plot of a sampling function for a CMOS rolling shutter over multiple frames, according to some embodiments of the present disclosure.

FIG. **30** is a high level flow chart of an algorithm for configuring a mobile device to receive DPR modulated signals, according to some embodiments of the present disclosure.

FIG. **31** is a high level flow chart of an algorithm for minimizing and locking camera settings using existing mobile device application programming interfaces (APIs), according to some embodiments of the present disclosure.

FIG. **32** is a high level flow chart of an algorithm for receiving DPR signals on an image sensor, according to some embodiments of the present disclosure.

FIG. **33** is a high level flow chart of an algorithm for determining tones embedded within a DPR illuminated area, according to some embodiments of the present disclosure.

FIG. **34** is a high level flow chart of an algorithm for performing background subtraction on images gathered from a DPR illuminated scene, according to some embodiments of the present disclosure.

FIG. **35** is a high level flow chart of an algorithm for performing motion compensation on video frames when performing DPR demodulation, according to some embodiments of the present disclosure.

FIG. **36** is a photograph of a surface under illumination from DPR modulated signals, according to some embodiments of the present disclosure.

FIG. **37** is a post-processed image of a DPR modulated scene after performing background subtraction, according to some embodiments of the present disclosure.

FIG. **38** is a post-processed image of a DPR modulated scene after row averaging, according to some embodiments of the present disclosure.

FIG. **39** is a plot of the 1-D spectral content of a DPR modulated surface, according to some embodiments of the present disclosure.

FIG. **40** is a plot of the 1-D spectral content of a DPR modulated surface after removing DC bias, according to some embodiments of the present disclosure.

FIG. **41** is a 2-D FFT of a DPR modulated surface, according to some embodiments of the present disclosure.

FIG. **42** is a 2-D FFT of a DPR modulated surface after applying a low pass filter, according to some embodiments of the present disclosure.

FIG. **43** is a 2-D FFT of a DPR modulated surface after applying a high pass filter, according to some embodiments of the present disclosure.

FIG. **44** is a representation of mobile devices receiving multiple sources of light, according to some embodiments of the present disclosure.

FIGS. **45** and **46** are block diagrams of light sources, according to some embodiments of the present disclosure.

FIG. **47** is a representation of mobile devices receiving multiple sources of light, according to some embodiments of the present disclosure.

FIG. **48** illustrates a user interface, according to some embodiments of the present disclosure.

FIG. **49** illustrates retrieval of a device profile, according to some embodiments of the present disclosure.

FIG. **50** shows a plot of variance in parameterized phase versus possible modulation frequencies, according to some embodiments of the present disclosure.

FIGS. **51-53** illustrate filtering of frequency components, according to some embodiments of the present disclosure.

FIG. **54** illustrates a method for intelligently choosing the appropriate demodulation, according to some embodiments of the present disclosure.

FIG. **55** illustrates a camera switching algorithm, according to some embodiments of the present disclosure.

FIG. **56** illustrates a method for resolving between multiple light identifiers, according to some embodiments of the present disclosure.

FIGS. **57-59** illustrates a mobile device receiving signals from multiple lights simultaneously, according to some embodiments of the present disclosure.

FIG. **60** is a block diagram of a DPR enclosure module, according to some embodiments of the present disclosure.

FIG. **61** is a representation of a self-identifying one-way optical transmitter, in accordance with some embodiments.

FIG. **62** is a representation of a mobile device receiving a self-identifying one-way optical transmission, in accordance with some embodiments.

FIGS. **63-66** are representations of self-identifying optical transmitters, in accordance with some embodiments.

FIG. **67** is a representation of a waveform for using pulse width modulation to transmit a signal, in accordance with some embodiments.

FIG. **68** is a representation of a high-brightness light source broadcasting a modulated signal overhead, in accordance with some embodiments.

FIG. **69** is a representation of a one-way authentication system being used in a checkout aisle, in accordance with some embodiments.

FIG. **70** is a representation of a location services architecture, in accordance with some embodiments.

FIG. **71** is a representation of a software plugin architecture, in accordance with some embodiments.

FIG. **72** is a representation of a process by which a location based action is triggered, in accordance with some embodiments.

DESCRIPTION OF EXAMPLE EMBODIMENTS

The present disclosure relates to a self-identifying one-way optical transmitter that broadcasts an optical signal via modulation of a light source. The transmitter is not necessarily designed for general-purpose illumination. Instead, the transmitter is designed to broadcast a signal that can be successfully received if a mobile device user puts their mobile device in close proximity with the transmitter. The user experience for the receiver may be one in which the user "taps" their device onto the transmitter to receive the ID code. Users tapping their devices in this way provides an advantage in terms of security, because users come physically close to the transmitter in order to receive the signal. A user's device coming in close proximity to the transmitter also provides an improved user experience, because such an action provides tangible feedback. In some embodiments, the transmitter can act as a completely stand-alone device. The transmitter may be battery powered and preloaded with a specific optical signal. In other embodiments, the transmitter may be connected to a power and data network if battery replacement is not viable for a particular application or the use of multiple signals is desired.

On the mobile device side, a camera-equipped mobile device may utilize its camera to receive the transmitted signal. An application on the mobile device may be invoked to initialize the camera and, once invoked, start to acquire images. These images can be captured in succession, in the case of recording video, or can be captured individually. The self-identifying one-way optical transmitter may be constantly broadcasting the signal.

FIG. **1** represents a mobile device **103** receiving light **102** from a LED light source **101**. The LED light source **101** can be any lighting source used for general purpose, spot illumination, or backlighting. The LED light source can come in several form factors but is not limited to: Edison screw in, tube style, large and small object backlighting, or accent lighting spots and strips. For the purposes of this disclosure, we consider any form of LED light as a potential source capable of transmitting information.

Light **102** is a modulated LED light source **101**, and is part of the visible electromagnetic wireless spectrum. LEDs are considered digital devices which can be rapidly switched on and off, to send signals above the rate which the human eye can see. This allows them to be exploited to send digital data through the visible light itself. By modulating the LEDs, turning them on and off rapidly, one can send digital information that is unperceivable to the human eye, but is perceivable by applicable sensors, including but not limited to image sensors and other types of photosensors.

There are many modulation techniques used to send information through light **102**. One technique, "On Off Keying" (OOK), is a scheme to transmit digital data by rapidly switching a signal source on and off. OOK is the simplest form of amplitude-shift keying (ASK) which is a modulation technique that represents digital data through either the presence or absence of a carrier wave. When communicating with visible light, the carrier wave takes the form of the transmitted light signal. Therefore at a rudimentary level, when the light signal is turned "on" a digital "one" is perceived, and when the light signal is turned "off" a "zero" is perceived. Furthermore the rate at which the light signal is turned on and off represents the modulation frequency. Note that regardless of changing the modulation frequency, the "carrier wave" remains unchanged as this is an inherent property of the light itself. For example the carrier wave corresponding to a blue light signal is uniquely different than the carrier wave corresponding to a red light signal. While these two signals differ only in the wavelength specific to their perceived color, they can be perceived as two discrete signals.

In addition to OOK, another possible technique is defined as "Digital Pulse Recognition" (DPR). This modulation tech-

nique exploits the rolling shutter mechanism of a complementary metal-oxide-semiconductor (CMOS) image sensor. Due to their superior energy efficiency, CMOS sensors are preferred to charged-coupled device (CCD) sensors on mobile devices. When a CMOS image sensor with a rolling shutter takes an image, it does not expose the entire image simultaneously. Instead, the rolling shutter partially exposes different portions of the frame at different points in time. Typically, this causes various unwanted effects: skew, wobble, and partial exposure. In the presence of an LED light driven by a pulse width modulated signal, images received from a CMOS sensor exhibit "residual banding" in the form of visible distortions. The image appears to have alternating dark/white stripes. The stripes are a direct result of the rolling shutter mechanism, and their width is proportional to the frequency of the pulse width modulated (PWM) signal. Higher frequencies correspond to narrower stripes, and lower frequencies result in wider stripes. Practical frequency ranges for use with this technique are between 60 Hz and 5000 Hz. This technique allows one to exploit the rolling shutter mechanism to recover digital data from an optically encoded signal.

DPR has the potential for much higher data rates than both OOK and frequency shift keying (FSK). In FSK and OOK, the camera's frame rate limits the data rate. The highest possible data rate is half of the frame rate, since each symbol spans over two frames. In DPR modulation, a single frame is sufficient for capturing the transmitted symbol. Furthermore, symbols are not "binary"—there are can be as many as 30 different possibilities for a symbol.

In the DPR modulation scheme, image processing is used to measure the stripe width of the recorded image. By successively changing the LED driver frequency for each frame, information is essentially transmitted through recognition of the band widths. In the current design, 10 separate frequencies are used. For a 30 frames per second (FPS) camera, this corresponded to an effective data transfer rate of ~100 bits per second (bps).

Both of these techniques are interesting because they can allow the transmission of information through single color light sources, instead of having to create lighting sources which contain multiple color lights. In the world of LED lighting products, white light is majorly achieved by layering a phosphorous coating on top of blue LEDs. The coating creates the visible perception of "white" light, instead of blue. The alternative to this can be achieved through combining red, green, and blue LED lights; however this approach is expensive and power inefficient as the lumens per watt properties differ between different colored LEDs. Blue LEDs are generally more energy efficient than their red and green counterparts, which is why they are used in most commercial LED lighting products. It is because of this reason that it makes the most sense to use a data modulation technique that uses a single wavelength of light, rather than multiple, because this complies with LED lighting products.

In addition to LED light sources, other types of light sources are also capable of transmitting information through modulation. Alternative incandescent and fluorescent technologies can also be exploited to achieve data transmission, however the circuitry is more complex because the turn on and turn off times of incandescent and fluorescent lights are subject to additional factors.

The modulation frequency of the light source is highly dependent on the receiving circuitry. While incandescent and fluorescent technologies generally do not "flicker" on and off during the course of normal operation, LED lighting sources are sometimes designed to flicker above the rate which the eye can see in order to increase their longevity, and consume less power. Most humans cannot see flicker above 60 Hz, but in rare instances can perceive flicker at 100 Hz to 110 Hz. To combat this, lighting manufacturers design flicker above 200 Hz into their lighting products.

Mobile device **103** can be a smart mobile device and is most commonly found in the form of mobile phones, tablets, and portable laptop computers. In order for a mobile device **103** to receive information **102** from the LED light source **101** it has an embedded or attached sensor which is used to receive the incoming light **102** signals. One such sensor is a camera, which has a typical frame refresh rate between fifteen and sixty frames per second (fps). The fps is directly related to the speed at which optical signals can be transmitted and received by the camera. The sensor can capture a number of successive image frames that can later be analyzed to determine if a light source is providing information through light.

Mobile device **103** can include a processor, module, memory, and sensor in order to capture and analyze light received from light sources. The mobile device can analyze the successive image frames captured by the sensor by using the module. The module can be logic implemented in any combination of hardware and software. The logic can be stored in memory and run by processor to modify the successive images and analyze the successive images to determine information encoded in the light of one or more light sources. The module can be built in to the mobile device to provide the capabilities or it can be downloaded and installed. The module can be an application that runs on the mobile device when selected by a user. The module can also be used to receive content and other information related to the position of the mobile device and to provide this content to other modules or to the mobile device.

The reception of optically transmitted information is particularly interesting when used as an indoor positioning system. In a light-based positioning system, the physical locations of light sources can be used to approximate the relative position of a mobile device **103** within line of sight. On the mobile side, in addition to a receiving module, the mobile device **103** can use information to determine position of the mobile device. The mobile device can access a data source containing information about where the lights are physically located to determine position. This data source can be stored locally, or in the case where the mobile device **103** has a network connection, the data source could be stored on an external server **703**.

For scenarios where a network connection is not available, before entering an indoor space the mobile device **103** could optionally download a "map pack" containing the information used to locate itself indoors, instead of relying on an external server **703**. In order to automate this process, the mobile device **103** would first use an alternative existing technique for resolving its position and would use the gained location information to download the appropriate map pack. The techniques for receiving geo-location information include, for example, GPS, GSM, WiFi, user input, accelerometer, gyroscope, digital compass, barometer, Bluetooth, and cellular tower identification information. These techniques can also be used to fill gaps between when a position of the mobile device is determined using the light-based technique. For example, a mobile device can be placed at times so its camera does not capture light sources. Between these times these alternative existing techniques can be used for filling in position and location information that can be helpful to the user. The map pack would contain a map **902** of the indoor space the user is entering, locations of the lights from some sort of existing or third-party lighting plan **1103**,

and any location-dependent content **903** for the mobile device **103** to consume. Any requests for location information would simply access data stored locally on the mobile device **103**, and would not need to access a remote server via a network **601**.

In terms of the experience when using a light-based positioning system, the indoor location reception and calculation can happen with little to no user input. The process operates as a background service, and reads from the receiving module without actually writing them to the display screen of the mobile device. This is analogous to the way WiFi positioning operates, signals are read in a background service without requiring user interaction. The results of the received information can be displayed in a number of ways, depending on the desired application. In the case of an indoor navigation application, the user would see an identifying marker overlaid on a map of the indoor space they are moving around in. In the case of content delivery, the user might see a mobile media, images, text, videos, or recorded audio, about the objects they are standing in front of.

In scenarios where the mobile device **103** is in view of several light sources, it can receive multiple signals at once. FIG. **2** is a representation of a mobile device **103** receiving identification information **102***a*-**102***c* from multiple LED light sources **101***a*-**101***c*. Each light source is transmitting its own unique piece of information. In order to identify its position or receive location-based content, the mobile device **103** can then use the received information to access a database **802** containing information about the relative positions of the LED light sources **101***a*-**101***c* and any additional content **903**. When three or more sources of light are in view, relative indoor position can be determined in three dimensions. The position accuracy decreases with less than three sources of light, yet remains constant with three or more sources. With the relative positions of lights **101***a*-**101***c* known, the mobile device **103** can use photogrammetry to calculate its position, relative to the light sources.

Photogrammetry is a technique used to determine the geometric properties of objects found in photographic images. In the context of locating mobile devices using light sources, photogrammetry refers to utilizing the corresponding positions of LED light sources, and their positions in 3-D space, to determine the relative position of a camera equipped mobile device. When three unique sources of light are seen by the camera on a mobile device, three unique coordinates can be created from the various unique combinations of **101***a*-**101***c* and their relative positions in space can be determined.

For a mobile device **103** equipped with an image sensor we can consider the following scenario. When multiple LED light sources appear in the image sensors field of view, the sources appear brighter relative to the other pixels on the image. Thresholds can then be applied to the image to isolate the light sources. For example, pixel regions above the threshold are set to the highest possible pixel value, and the pixel regions below the threshold are set to the minimum possible pixel value. This allows for additional image processing to be performed on the isolated light sources. The end result is a binary image containing white continuous "blobs" where LED light sources are detected, and dark elsewhere where the sources are not detected.

A blob detection algorithm can then be used to find separate LED light sources. A minimum of three separate LED blobs are used to resolve the 3-D position of a mobile device **103**. Each LED blob represents a "region of interest" for the information reception, and is simultaneously transmitting a unique piece of information via the modulated visible signal from the light source. For the purposes of reception, each region of interest is processed independently of other regions of interest and is considered to be uniquely identifiable. A center of mass calculation for each region can be performed to determine the pixel coordinates of the center of each LED light source. This center of mass calculation is performed for each frame to track the regions of interest as they move around the image.

Once the regions of interest are established, a detection algorithm captures multiple image frames for each region of interest in order to receive the visible light signal contained in each blob. For each frame in a detected region of interest, a threshold algorithm determines whether the frame contains a "1" (in the case of an aggregate pixel value above the threshold), or a "0" (in the case of an aggregate pixel value lower than the threshold). The threshold algorithm is used since the communication is asynchronous, so the camera receiver period may overlap between the transmission of a "1" and a "0" from the LED light source.

The result of converting successive image frames in a region of interest to binary values is in essence a down-sampled digital version of the signal received from the LED light source. Next demodulation of the down-sampled digital signal is used to recover the transmitted bits. This down sampling is used due to the fact that the signal modulation frequency should be above the rate at which the human eye can see, and the image sensor frame rate is typically limited to 15-30 fps.

At a lower level, the mobile device **103** processes data on a frame-by-frame basis. Each frame is split into separate regions of interest, based on the detection of light sources. For each region of interest, a thresholding algorithm is used to determine whether a given region is "on" or "off". This is done by taking the average pixel value for the region and comparing it to the threshold value. If the region is "on", the demodulator assumes the light source has just transmitted a "1". If the region is "off", the demodulator assumes the light source has sent a "0". The result of this is the equivalent of a 1-bit analog-to-digital conversion (ADC), at a sampling rate which is equal to the frame rate of the camera.

After a frame is processed, the results of the ADC conversation are stored in a circular buffer. A sliding correlator is applied to the buffer to look for the presence of start bits **402**. If start bits **402** are found, the demodulation algorithm assumes it is reading a valid packet of information **401** and proceeds to capture the rest of the transmission. Two samples are used for each bit, so the algorithm creates a linear buffer that is twice the size of the remaining packet. Each subsequent ADC is written sequentially to the linear buffer. When the linear buffer is filled, the demodulation algorithm performs a Fast Fourier Transform (FFT) on the buffer to recover the transmitted signal.

FIG. **3** describes internal components commonly found in LED light source **101** with the addition components to allow for the transmission of optical signals. The LED light source **101** contains an alternating current (AC) electrical connection **301** where it connects to an external power source, an alternating current to direct current (AC/DC) converter **302** which converts the AC signal from the power source into an appropriate DC signal, a modulator **304** which interrupts power to the LEDs in order to turn them on and off, a microcontroller **305** which controls the rate at which the LEDs are modulated, and a LED driver circuit **303** which provides the appropriate amount of voltage and current to the LEDs.

Electrical connection **301** is an electrical source that is used to supply power to the LED light source **101**. This most commonly comes in the form of a 120 Volt 60 Hz signal in the United States, and 230 Volt 50 Hz in Europe. While depicted

in FIG. **3** as a three pronged outlet, it can also take the form of a two terminal Edison socket which the bulb is screwed into, or a bundle of wires containing a live, neutral, and/or ground. When considering other forms of lighting such as backlighting and accent lighting, the electrical connection can also come in the form of a DC source instead of an AC source.

Most LED light sources contain an AC/DC converter **302** which converts the alternating current from the power source **301** to a direct current source used internally by the components found inside the bulb or light source. The converter takes the alternating current source commonly found in existing lighting wiring and converts it to a direct current source. LED light sources generally use direct current, therefore an AC/DC converter is found in most lighting products regardless of form factor.

LED driver **303** provides the correct amount of current and voltage to the LEDs contained inside the lighting source. This component is commonly available and can have either a constant current or constant voltage output. The LEDs found inside most lighting sources are current controlled devices, which require a specific amount of current in order to operate as designed. This is important for commercial lighting products because LEDs change color and luminosity in regards to different currents. In order to compensate for this, the LED driver circuitry is designed to emit a constant amount of current while varying the voltage to appropriately compensate for the voltage drops across each LED. Alternatively, there are some high voltage LEDs which require a constant voltage to maintain their color and luminosity. For these cases the LED driver circuitry provides a constant voltage while varying the current.

Modulator **304** serves the function of modulating the LED light source **101** on and off to optically send light **102** signals. The circuits comprising the modulator can simply consist of solid state transistors controlled by a digital input. In essence the modulator **304** turns the LEDs on and off by allowing or preventing current flow. When current flows through the modulator with the switches closed the LEDs turn on, and when the switches are open in the modulator no current can flow and the LEDs turn off. When the modulator is controlled by an additional logic component, it has the ability to send repeating patterns of on/off signals in order to transmit digital data through the visible light **102**. The modulator interfaces directly in between the AC/DC converter **302** and the LED driver **303**, and is controlled by a microcontroller **305**.

The microcontroller **305** provides the digital input signal to the modulator unit **304**. This function can also be achieved using a field programmable gate array (FPGA), but typically consumes more power with added complexity. The microcontroller's **305** task is to send a predetermined sequence of signals to the modulator **304** which then interfaces with the LED driver **303** to modulate the outgoing visible light from the LED source **101**. The microcontroller contains a nonvolatile memory storage area, which stores the identification code of the light signal. Examples of possible nonvolatile memory sources include programmable read only memory (PROM), electrically erasable programmable read only memory (EEPROM), or Flash.

In regards to the microcontroller pins, the microcontroller **305** contains a digital output pin, which is used to modulate the light output. To generate the output signal waveforms, timer modules within the microcontroller **305** are used. Typical logic levels for the digital output are 3.3V and 5V. This digital output feeds into the modulator **304** which interrupts the driver circuit **303** for the LED light source **101**. Alternatively, if the LED light source requires lower power, such as backlighting or individual LED diodes, the output of the microcontroller **305** could also be used to drive the light sources directly.

The sequence of signals sent from the microcontroller **305** determines the information which is transmitted from the LED light source **101**. FIG. **4** describes the information **401** format of the optically transmitted information from the light **102**. At the highest level, each packet of information contains some sort of starting bit sequence, which indicates the beginning of a packet, followed by data **403**, and some sort of error detection identifier. The size and position of each portion of information is dependent on the application and is also constrained by requirements of the receiving device.

Each packet of information **401** transmitted from the LED light source **101** contains a sequence of starting bits **402**, followed by data **403**, and then terminated with an error detection code **404**. Since the LED light sources **101** are continually broadcasting information **401**, erroneous packets are simply discarded while the receiver listens for the starting bits **402**, indicating the beginning of the next packet. In cases where multiple sources of light are observed by a mobile device **103**, multiple pieces of information **401** are received simultaneously.

Information **401** describes the encoded information that is transmitted by the LED light source **101**. The information **401** is contained in a packet structure with multiple bits which correspond to numeric integer values. The data **403** portion of the information packet can include unique ID codes **701**. Currently the data **403** size is set to 10 bits, but can be of varying length. Each bit represents a binary "1" or "0", with 10 bits of data **103** corresponding to 1024 possible values. This corresponds to 1024 unique possibilities of ID codes **701** before there is a duplicate. The ID code can include location information in the ID code that provides a general indication of geographical location of the light. This geographical location information can be used to more quickly locate light source information that is used in determining indoor positioning on the mobile device. For example, the geographical information can point to a database to begin searching to find relevant information for positioning. The geographical information can include existing location identifiers such as area code, zip code, census tract, or any other customized information.

The ID code **701** is static and is assigned during the calibration phase of the LED light source **101** during the manufacturing process. One method to assign the ID code **701** is to place instructions to generate a random code in the nonvolatile memory. Once the LED light source **101** is powered on the microcontroller reads the ID code **701** from the nonvolatile memory storage area, and then uses this code for broadcasting each and every time it is subsequently powered on. Since the ID code **701** is static, once it is assigned it will be forever associated locally to the specific LED light source **101** which contains the microcontroller **305**.

FIG. **5** describes the components found in mobile devices **103** that are capable of receiving optical information. At the highest level the mobile device contains an image sensor **501** to capture optically transmitted information, a central processing unit **502** to decipher and manage received information, and a network adapter **503** to send and receive information.

Photosensors are devices which receive incoming electromagnetic signals, such as light **102**, and convert them to electrical signals. In a similar fashion, image sensors are arrays of photosensors which convert optical images into electronic signals. The ability to receive signals from multiple

sources is an important benefit when using image sensors for receiving multiple optical signals.

Image sensor **501** is a typical sensor which is found in most smart devices. The image sensor converts the incoming optical signal into an electronic signal. Many devices contain complementary metal-oxide-semiconductor (CMOS) image sensors, however some still use charge-coupled devices (CCD). CMOS image sensors are the more popular choice for mobile devices due to lower manufacturing costs and lower power consumption. There are several tradeoffs to consider when choosing an image sensor to perform photogrammetry on multiple LED light sources **101**. One tradeoff is between the camera resolution and the accuracy of the photogrammetric process when triangulating between multiple light sources—increasing the number of pixels will increase the accuracy. There is also another tradeoff between the data rate of the transmission and the sampling rate (in frames per second) of the camera. The data rate (in bits/second) is half the frame rate of the camera (e.g., a 30 fps camera will receive 15 bps). And finally when determining the length of the information **401** packet, the larger the size the longer the reception period, as more bits generally requires longer sampling periods to capture the full message.

CPU **502** is a generic CPU block found in most smart devices. The CPU **502** is in charge of processing received information and sending relevant information to the network adapter **503**. Additionally the CPU has the ability to read and write information to embedded storage **504** within the mobile device **103**. The CPU **502** can use any standard computer architecture. Common architectures for microcontroller devices include ARM and x86.

The network adapter **503** is the networking interface that allows the mobile device **103** to connect to cellular and WiFi networks. The network connection is used in order for the mobile device **103** to access a data source containing light ID codes **701** with their corresponding location data **702**. This can be accomplished without a data connection by storing location data **702** locally to the mobile device's **103** internal storage **504**, but the presence of a network adapter **503** allows for greater flexibility and decreases the resources needed. Furthermore, the network adapter **503** is also used to deliver location dependent content to the mobile device when it is connected to a larger network **601**.

FIG. **6** is a representation of multiple LED sources sending light **102***a-d* containing identification information **102** to multiple mobile devices **103***a*-**103***b*. In this instance the light sources are acting as non-networked broadcast beacons; there are no networking modules or physical data wires connecting them. This property is desirable when looking towards a commercial installation of numerous LED light sources **103***a*-**103***b*, as additional wiring and networking will not be required. However, in order to receive relevant information the mobile devices have the ability to send and receive additional information from a local source or a network **601**. Once the mobile device **103** receives identification information **401** from the light sources, it then asks a local or remote source for additional information.

Enclosed area **602** is a spatial representation of an enclosed room containing four LED sources **101***a*-**101***d* and two mobile devices **103***a*-**103***b*, meaning that they can operate next to each other without interference. As a rule of thumb if the received image feed from the mobile device sees one or more distinct bright sources of light, it has the ability to differentiate and receive the unique information without interference. Because the light capture is based on line of sight, interference is mitigated. In this line of sight environment, interference can arise when the light capture mechanism of the mobile device is blocked from the line of sight view of the light source.

Network **601** represents a data network which can be accessed by mobile devices **103***a*-**103***b* via their embedded network adapters **503**. The network can consist of a wired or wireless local area network (LAN), with a method to access a larger wide area network (WAN), or a cellular data network (Edge, 3G, 4G, LTS, etc). The network connection provides the ability for the mobile devices **103***a*-**103***b* to send and receive information from additional sources, whether locally or remotely.

FIG. **7** describes how the mobile device **103** receives location data **702**. In essence, the mobile device **103** sends decoded ID codes **701** through a network **601** to a server **703**, which sends back location information **702**. The decoded ID codes **701** are found in the information **401**, which is contained in the optically transmitted signal. After receiving this signal containing a unique ID code **701** the mobile device **103** sends a request for location data **702** to the server **703**, which sends back the appropriate responses. Additionally the request could include other sensor data such as but not limited to GPS coordinates and accelerometer/gyroscope data, for choosing between different types of location data **702** and any additional information.

Location data **702** is the indoor location information which matches the received information **401**. The location data **702** corresponds to indoor coordinates which match the ID code **701**, similar to how outdoor GPS tags known locations of interest with corresponding information. The location data **702** could also contain generic data associated with the light identification information **401**. This could include multimedia content, examples of which include recorded audio, videos, and images. The location data **702** can also vary depending, for example, on other criteria such as temporal criteria, historical criteria, or user-specified criteria.

The temporal criteria can include the time of day. The historical criteria can include user location history (e.g., locations visited frequently), Internet browsing history, retail purchases, or any other recorded information about a mobile device user. The user-specified criteria can include policies or rules setup by a user to specify the type of content they wish to receive or actions the mobile device should take based on location information. For example, the user-specified criteria can include how the mobile device behaves when the user is close to an item that is on sale. The user may specify that a coupon is presented to the user, or information about the item is presented on the mobile device. The information about the item can include videos, pictures, text, audio, and/or a combination of these that describe or relate to the item. The item can be something that is for sale, a display, a museum piece, or any other physical object.

Server **703** handles incoming ID codes **701**, and appropriately returns indoor location data **702** to the mobile devices **103**. The handling can including receiving incoming ID codes, searching databases to determine matches, calculating position coordinates based on the ID codes, and communicating indoor location data **702**. Since the LED light sources **101** are acting as "dumb" one way communication beacons, it is up to other devices to determine how to use the ID codes to calculate position information and deliver related content. In some embodiments, the server **703** can include the information used to link ID codes **701** to physical spaces and to deliver location-specific content. The server is designed to handle the incoming requests in a scaleable manner, and return results to the mobile devices in real-time.

The server can include one or more interfaces to the network that are configured to send and receive messages and information in a number of protocols such as Internet Protocol (IP) and Transmission Control Protocol (TCP). The protocols can be arranged in a stack that is used to communicate over network **601** to mobile device **103**. The server can also include memory that is configured to store databases and information used in providing position coordinates and related location based content. The server can include one or more modules that can be implemented in software or other logic. These modules can perform calculations and perform operations to implement functionality on the server. The server can use one or more processors to run the modules to perform logical operations.

To describe the server interaction in more detail, FIG. **8** delves into location-specific areas **801** containing databases **802** and web services **803**. The areas **801** represent a subset of databases **802** and web services **803** for individual locations where there are installed LED light sources **101**. The server **703** directly communicates with these installations, which have their own separate sets of information. At a high level, databases **802** represent the stored information pertaining to a specific area **801**, while the web services **803** represent services which allow users, customers, administrators, and developers access to the ID codes, indoor locations, and other information.

In order to send relevant information, after each received ID code **701**, the server **703** requests information pertaining to the specific area **801**. Contained in each area **801**, are databases which contain information corresponding to the specific ID code **701**. This information can take multiple formats, and has the ability to be content specific to a variety of static and dynamic parameters.

In order to optimize response time, the server **703** can constrain its search space by using existing positioning technologies available to the mobile device **103** or from information in the light source ID code depending on the embodiment. In essence the server looks for the light IDs **901** within a specific radius of the current approximate position of the mobile device **103**, and ignores those that are geographically irrelevant. This practice is known as "geo-fencing", and dramatically reduces the request/response time of the server **703**. As final verification, if the database **802** contains one or more of the same IDs within the current search space that match the ID codes received by the mobile device **103** within a specific time frame, then a successful transaction can be assumed.

As seen in FIG. **9**, each database **802** contains numerous sub-categories which store specific types of information. The categories are labeled light IDs **901**, maps **902**, content **903**, and analytics **904**.

Light IDs **901** is a category which contains records of the individual light ID codes **701** which are contained in an area **801**. In a typical light positioning enabled installation, there will be tens to hundreds of unique LED light sources **101** broadcasting unique ID codes **701**. The purpose of the light IDs **901** database is to maintain and keep a record of where the ID codes **701** are physically located in the area **801**. These records can come in the form of but are not limited to GPS (latitude, longitude, and altitude) coordinates which are directly mapped into an indoor space. For instance, most indoor facilities have information about the number of installed lights, how far apart they are spaced, and how high the ceilings are. You can then match this information with building floor plans or satellite imagery to create a digital mapping of where each light is positioned.

To expand upon the Light IDs **901** category, additional information can come in the form of location-specific maps **902**. These maps can take on many physical and digital forms, either directly from the management of the location, or a third-party vendor or outside source. In addition to mapping information, location-specific content **903** and analytics **904** are also contained inside the databases **802**.

FIG. **10** is a description of the ID log **1001** information contained in the Light IDs database **901**. It is a representation of the file structure that contains individual records corresponding to individual light ID codes **701** found within different areas **801**. In a typical area **801** there is a possibility of having duplicate ID codes **701** since there are a finite number of available codes. The size of the ID code **701** is proportional to the length of the data **403** field contained in the optical information **401**.

To deal with duplicate ID codes **701**, additional distinguishing information can be contained inside of the individual log records; ID 1 **1001**, ID 2 **1003**, and ID 3 **1004**. This information can contain additional records about neighboring ID codes **701** which are in physical proximity of the LED light source **101**, or additional sensor data including but not limited to: accelerometer or gyroscope data. WiFi triangulation or fingerprinting data, GSM signature data, infrared or Bluetooth data, and ultrasonic audio data. Each additional sensor is an input into a Bayesian model that maintains an estimation of the current smartphone position and the uncertainty associated with the current estimation. Bayesian inference is a statistical method used to calculate degrees of probability due to changes in sensory input. In general, greater numbers of sensory inputs correlate with lower uncertainty.

In order to calibrate the light-based positioning system, a user equipped with a specific mobile application will need to walk around the specific area **801**. The mobile application contains map **902** information of the indoor space, with the positions of the LED light sources **101** overlaid on the map. As the user walks around, they will receive ID codes **701** from the lights. When the user receives an ID code **701**, they will use the map on the mobile app to select which LED light source **101** they are under. After the user confirms the selection of the light, the mobile application sends a request to the server **703** to update the light location contained in the lighting plan **1103** with the ID code **701**. Additional user-provided **1104** metadata including but not limited to current WiFi access points, RSSI, and cellular tower information can also be included with the server request to update additional databases.

In addition to manual calibration, calibration of LED light source **101** locations can also be achieved via crowd-sourcing. In this algorithm, as mobile application users move around an indoor space receiving ID codes **701**, they will send requests to the server **703** containing the light ID code **701** received, the current approximate position (based on other positioning techniques such as WiFi, GPS. GSM, and inertial sensors) and the error of the current approximation. Given enough users, machine learning algorithms on the server **703** can be used to infer the relative position of each LED light source **101**. The accuracy of this calibration method depends heavily on the number of mobile application users.

FIG. **11** is a description of the maps database **902** and map log **1101** information containing floor plans **1102**, lighting plans **1103**, user-provided information **1104**, and aggregated data **1105**. Map log **1101** is a representation of the file structure that contains the information found inside the maps database **902**. Information can come in the form of but is not limited to computer-aided drafting files, user-provided computerized or hand drawn images, or portable document formats. The information residing in the maps **902** database can

be used both to calibrate systems of multiple LED light sources **101**, and to augment the location data **702** that is sent to mobile devices **103**.

Floor plan **1102** contains information about the floor plan for specific areas **801**. The contained information can be in the form of computer-aided drafting files, scanned images, and legacy documents pertaining to old floor plans. The information is used to build a model corresponding to the most recent building structure and layout. These models are subject to changes and updates through methods including but not limited to crowd sourcing models where users update inaccuracies, third-party mapping software updates, and additional input from private vendors.

Lighting plan **1103** contains information about the physical lighting fixture layout, electrical wiring, and any additional information regarding the lighting systems in the area **801**. This information can also come in a variety of physical and digital forms such as the floor plan **1102** information. The lighting plan **1103** information is used in the calibration process of assigning light ID codes **701** to physical coordinates within an area **801**. In essence, a location with multiple LED light sources **101** acts as a large mesh network except, in this case, each node (light ID **701**) is a non-networked beacon of information that does not know about its surrounding neighbors. To help make sense of multiple light ID codes **701**, the lighting plan **1103** information is used as one of many ways to tell the backend server **703** where LED light sources **101** are located.

User-provided information **1104** contains additional data that the user manually uploads in regards to building changes, updates, or new information that is acquired. The user in this case is most likely the facility manager or staff member, but could also originate from an end user of the system who contributes via a crowd sourcing or machine learning mechanism. For instance, if an end user was using a light based positioning system in a museum and was unable to find a particular exhibit or noticed inaccurate information in regards to location or classification of the exhibit, they could red flag the occurrence using their mobile device **103**. When coupled with data from additional users, sometimes known as a crowd sourcing method, this user-provided information **1104** can be used to update and repair inaccuracies in the maps **902** database.

Aggregated data **1105** contains information that is gathered by the system that can be used to augment the current information that is known about the mapping environment. This can occur during normal operation of the system where multiple mobile devices **103** are constantly sending and receiving location data **702** from the server **703**. Over time the aggregation of this data can be used to better approximate how light ID codes **701** correspond to the physical locations of the LED light sources **101**. For instance, if multiple mobile devices **103** consistently receive a new ID code **701**, in a repeatable pattern with respect to additional known ID codes **701** and other sources of location information, then this information can be recorded and stored in the aggregated data **1105** database. This information can additionally be used to recalibrate and in essence "self-heal" a light-based positioning system.

FIG. **12** is a description of the content database **903** and content log **1201** information containing static content **1202**, user-based content **1203**, and dynamic content **1204**. Content log **1201** is a representation of the file structure that contains the information found inside the content database **903**. Static content **1202** refers to unchanging information that is associated with the specific area **801**. This can refer to the previous example where a facility manger loads specific content into the content **903** database before a user enters the specific area **801**. This type of information can take the form of but is not limited to audio recordings, streaming or stored video files, images, or links to local or remote websites.

User-based content **1203** refers to content that is dependent on user criteria. The content can depend on but is not limited to user age, sex, preference, habits, etc. For instance, a male user might receive different advertisements and promotions than a female would. Additionally, age and past purchase habits could also be used to distinguish which is the correct piece of content to be presented to the user.

Dynamic content **1204** refers to content which changes with varying frequency. The content can change dependent on a temporal bases, daily, weekly, monthly, etc. For instance, seasonal marketing and content could be automatically presented to the user dependent on the month of the year, or content in the form of morning, evening, or nightly specials could be presented numerous times throughout the individual day.

In addition to content, point of purchase **1205** information can be delivered as well. This could be implemented by using the received ID code **701** to a secure connection which establishes and completes a transaction linked to a user's selected payment method. Additionally, a standalone point of purchase feature could be implemented by simply linking ID codes **701** directly to merchandise or services.

FIG. **13** is a description of the analytics database **904** and analytics log **1301** information containing frequency **1302**, dwell time **1303**, path taken **1304**, and miscellaneous **1305**. Analytics log **1101** is the file structure that contains the information found inside the analytics database **904**. Frequency **1302** refers to the number of times each end user visits a particular location inside of a specific area **801**. Separate records are maintained for individual users, and the frequency is aggregated and sorted in the frequency files database **904**.

Dwell time **1303** refers to the time spent in each particular location inside a specific area **801**. Separate records are maintained for individual users, and the dwell times are aggregated and sorted in the dwell time file. Path taken **1304** refers to the physical path taken by a user in each specific area **801**.

Consider an example that combines many of the above descriptions, involving a store owner that installed a light-based indoor positioning system and a customer walking around the store using a mobile device **103** capable of receiving optically transmitted information. The customer drives to the parking lot of the store, parks, and walks in. Using the background sensors and location services available to her phone as modeled in FIG. **16**, the customer's mobile device **103** already knows that she has approached, and most likely entered a store outfitted with a light-based positioning system. Once this information is known, the application running on the customer's mobile device **103** initiates several background services and begins to start looking for optical signals as depicted in FIG. **15**.

Prior to the customer entering the store, the store owner has already calibrated and preloaded the database **802** with the unique LED light sources **101**, map **902** information pertaining to the store floor plan **1102**, user-provided **1104** product locations, and content **903** in the form of multimedia and local deals in the form of promotions that can only be activated by visiting that particular section of the store.

In the meantime, the customer is walking around the store looking to find particular items on her shopping list which she has already digitally loaded onto her mobile device **103**. Next, the customer is prompted by her mobile device **103** that one of the items on her list has moved locations and an image of the store layout is displayed with a flashing icon indicating where

her desired product has moved. The mobile phone can guide her to the new product. Then as soon as she gets close to the product, an informational video is prompted on her screen detailing the most popular recipe incorporating that product and how it is prepared. Finally, in addition to finding her desired product, the customer receives a discount promotion for taking the time to seek out the new location of the product.

In addition to the services offered by this system to the customer, the store owner now gains value from learning about the shopping experiences of the customer. This comes in the form of aggregated data that is captured and stored in the analytics **904** section of his store's database **802**. This example is one of many applications that can be enabled with an accurate indoor light-based positioning system.

FIG. **14** is a process describing the act of receiving location and content information through visible light. User places mobile device under light **1401** corresponds to the act of physically placing a camera equipped mobile device **103** underneath an enabled LED light source **101**. The user stands approximately underneath or adjacent the LED light source **101**, and the mobile device has the LED light source **101** in view of the camera lens.

The next block, sample image sensor **1402**, refers to the act of turning on and reading data from the embedded image sensor in the mobile device **103**. Receive ID? **1403** is a decision block which either moves forward if a location ID is received, or returns to sample the image sensor **1402**. Get location data corresponding to ID from server **1404** occurs once a location ID has been received. The mobile device queries the server asking for location data **702** relevant to the ID code. This describes the process of a user obtaining an ID code **701** from a non-networked LED light source **101**, and using the unique identifier to look up additional information from either the server **703** or a locally stored source.

Finally, content? **1405** is another decision block which determines if there is location-based content associated with the received ID code. If content is available the process continues on to the last block **1406** where the content is queried; if not, the process ends. As described above, the get content data corresponding to ID from server **1405** refers to the act of retrieving content data associated with a known location from either a server **703** or local source.

FIG. **15** is a process describing the act of turning on the application background services and determining when to sample the image sensor. Initiate background service 1 **1501** is the primary background running service on the mobile device. This service is tasked with initiating a function that can communicate wirelessly to determine if the mobile device is close to an enabled area. The wireless communication includes radio frequency communication techniques such as global position system (GPS), cellular communication (e.g., LTE, CDMA, UMTS. GSM), or WiFi communications. Determine position **1502** is the function that periodically samples the wireless communication signal and based on distance parameters decides whether or not the mobile device is close enough to an area to move forward to the next service.

Light positioning enabled? **1503** is a decision block that moves forward if the mobile device is close to an enabled location, or repeats the previous function if not. Initiate background service 2 **1504** is activated once the mobile device enters an enabled area. The service is tasked with initiating the functions that receive location information via the modulated light.

Sample ambient light sensor **1505** is the first function of the previous service which samples the ambient light sensor data as soon as the sensor detects a change. The function of this task is to determine if the sensor has gone from dark to light, if the user takes the device out of a pocket or enclosure, or from light to dark, the user has placed the device inside of a pocket or enclosure. As an alternative to sampling the light sensor, the algorithm could also look for a change in the accelerometer reading. This would correspond to the user taking the phone out of their pocket. Detect change? **1506** is the decision block that moves forward if the ambient light sensor has gone from dark to light, meaning that the mobile device is potentially in view of surrounding modulated light.

FIG. **16** is a process describing the act of determining a mobile device's position using a variety of information sources. Sample GPS/GSM **1601** refers to the act of determining if the mobile device is close to an enabled area. Enabled area? **1602** is a decision block which moves forward if the mobile device is close to a enabled area, or returns to the previous block if not.

Sample alternative sources **1603** refers to the act of leveraging existing alternative positioning technologies such as WiFi. Bluetooth, ultrasound, inertial navigation, or employing an existing service using one or more of any available services. Record internal sensor data **1606** is a task which records the current accelerometer data for a period of time before returning to the Sample image sensor **1402** block. This task is performed so that location information is constantly being collected even when modulated light is not being detected. This allows the mobile device and/or server to keep track of the mobile device's position.

FIG. **17** is a system diagram describing how a client device **1704** interacts with a light-based positioning system **1709**. Network **601** is a generic local or remote network used to connect mobile devices **103** contained in locations A **1701**, B **1702**, and C **1703** with the light-based positioning service **1709**.

Each location contains multiple LED light sources **101**, each of which broadcast unique identification codes **701**. In order to interact with the system from an operator's perspective, a mobile device can use the database service application **1710** which contains multiple privilege levels for different levels of access. The client privilege level determines read/write permissions to each of these databases. These levels include users **1705** which refer to general front end system users, administrators **1706** which are usually IT or operations management level within an installation, developers **1707** which have access to the application programming interfaces of the system for use in custom application development, and root **1708** level which contains master control over the users and access to everything contained in the system and databases.

Mobile devices in each location **1701**, **1702**, and **1703** receive identification codes **701** from lights in their respective locations. They then send the received identification codes **701** through the network **601** which connects to database service application **1710**, through user application **1705**, and has read access to maps **902** and content, and write access to analytics **904**. A generic client, **1704**, connects to database service application **1710** through network connection **601**.

The client uses a password authorized login screen to access the respective permission status. Clients with administrator permissions have read/write access to light IDs **901**, read access to maps **902**, read/write access to content **903**, and read access to analytics **904**. Clients with developer permissions **1707** have read access to light IDs, read access to maps **902**, read/write access to content **903**, and read access to analytics **904**. A client with root permissions **1708** has read/write access to databases **901-904**.

As an overview, FIG. **17** describes the top down approach to our current implementation of a light-based positioning

system. At the highest level, known locations of installed non-network standalone LED light sources **101** are used to accurately identify the relative position of mobile devices **103**. In order to obtain identification information from the lights, the background processes running on the mobile device **103** have been described in FIGS. **14**, **15**, **16**. Once the mobile device has acquired a unique or semi-unique ID code **701** from the light or combination of lights, it uses this information to query a database **802** for additional information. This information can come in many forms, and is used to create a more personalized experience for the user. As initially mentioned, this local experience is used for location aware mobile computing, and augmented reality applications. In addition to local personalized information, location based analytics applications can be enabled from the aggregated data and traffic running through the server **703**.

The use of light-based positioning capabilities provide a number of benefits. For example, the positioning information obtained by using light sources is highly precise compared to alternative techniques for positioning information. The accuracy of a light-based positioning system can be down to a few centimeters in three dimensions in some embodiments. This positioning ability enables a number of useful services to be provided. In certain embodiments, additional mobile device information can be used in combination with the positioning information. For example, accelerometer position information can be used in conjunction with light source based position to offer augmented reality or location aware content that relevant to the device's position. The relevant content can be displayed to augment what is being displayed on the mobile device or the display can provide relevant information. Applications on the mobile device can also be launched when the mobile device enters certain areas or based on a combination of criteria and position information. The applications can be used to provide additional information to the user of the mobile device.

The light-based positioning systems and methods can also be used to manage and run a business. For example, the light-based positioning can help keep track of inventory and to make changes to related databases of information. In a warehouse, for example, the light-positioning system can direct a person to where a particular item is located by giving directions and visual aids. The light positioning can even provide positioning information to direct the person to the correct shelf the item is currently residing on. If the person removes the item, the mobile device can update the inventory databases to reflect the change. The same function can be implemented in a store environment as merchandise locations are changed or updated. This information can then be used in providing content to a user. For example, if a shopper wants more information about an item, the updated location can be used to locate the item or direct the shopper to an online website to purchase an out-of-stock item. In some embodiments, the mobile device using the light-based positioning technique in conjunction with a wireless connection and other information can be used to provide non-intrusive data collection on customers. The data collection of how customers move through a store and where they spend time can be used to improve layout of stores and displays of merchandise.

The light-based positioning systems are also easy and low cost to setup compared to other location positioning systems. Since each light source operates autonomously, a building owner only needs to swap out existing light sources for those that provide light-based information to a camera enabled device. The light sources are non-networked independent beacons that broadcast identification codes configured when manufactured. This allows the light sources to be manufactured at a lower cost compared to networked light sources. Further, the non-networked independent beacon light sources in the light-based positioning system can be easier for building owners to install.

The light-based positioning system can also include optimizations in some embodiments. For example, location information obtained from either the identification code or from alternative techniques can be used to reduce latency in determining position information. This optimization can work through geo-fencing by constraining the search area to find information regarding the captured light sources more quickly. This can reduce the overall delay experienced by a user from the time the mobile device captures the light sources to when relevant position information is provide to the mobile device and/or relevant content is provided to the mobile device.

Efficient Light Bulbs for DPR Schemes

One of the biggest challenges facing beacon based light positioning systems is managing the additional power consumption of communication-enabled lighting devices in comparison to that of non-communicating devices. Lighting sources **101** in general, regardless of form factor or technology, are differentiated in part by their power consumption; generally, the less the better. Accordingly, higher energy efficiency is one of the core economic forces driving adoption of Light-Emitting-Diodes (LEDs). However, when using light sources **101** as a means for communication devices, the power requirements tend to increase depending on the modulation scheme since energy must be divided between the carrier wave and the modulation wave. There are many different techniques for transmitting data through light, as discussed in Prior Art such as U.S. Ser. No. 12/412,515 and U.S. Ser. No. 11/998,286, and U.S. Ser. No. 11/591,677. However, these techniques have majorly been pursued without considering their impact on light source **101** parameters, including efficacy, lifetime, and brightness. Since light sources **101** are first and foremost illumination devices, and not communication devices, the communication function takes a secondary role. The present disclosure utilizes Digital Pulse Recognition (DPR) modulation as a technique for transmitting data while minimizing the impact on illumination devices.

FIGS. **18**A-C represent several digitally modulated light sources **101***a-c* with varying duty cycles; a low duty cycle **1801**, a medium duty cycle **1802**, and a high duty cycle **1803**. A duty cycle is a property of a digital signal that represents the proportion of time the signal spends in an active, or "on," state as opposed to an inactive, or "off," state. A light source with a low duty cycle **1801** is inactive for a high proportion of time. A light source with a medium duty cycle **1802** is inactive for about the same proportion of time that it is active. A light source with a high duty cycle **1803** is active for a high proportion of time. The duty cycle of a light source affects the luminosity of the light source. A light source having a higher duty cycle generally provides more luminosity than that same light source with a lower duty cycle because it is on for a higher proportion of time. Duty cycle is one aspect of a modulation scheme. Other aspects include pulse shape, frequency of pulses, and an offset level (e.g., a DC bias).

Because DPR modulated light sources **101** rely on frequency modulation, they are able to circumvent the limitations of traditional AM based approaches. Note that frequency modulation in this context does not refer to modifying the frequency of the carrier (which is the light signal), but instead to modifying the frequency of a periodic waveform driving the light source. One popular technique for dimming LED light sources **101** is with pulse width modulation (PWM), which controls the average power delivered to the

light source by varying the duty cycle of a pulse. In a DPR modulation system utilizing PWM, a DPR modulator would control the frequency of the pulses, with the duty cycle determined by the dimming requirements on the light source **101**. As used herein, a DPR modulated light source, having a DPR modulation frequency, refers to a light source having an output modulated in such a manner that a receiver using DPR demodulation techniques can demodulate the signal to extract data from the signal. In some embodiments, the data can include information in the form of an identifier which distinguishes a light source from other nearby DPR modulated light sources. In some embodiments, this identifier may be a periodic tone that the light source randomly selects to identify itself. A periodic tone may be a signal that repeats with a given frequency. In other embodiments, a light source may receive such an identifier from an external source.

To determine the maximum duty cycle (D) supported by DPR demodulation, the modulation frequency (f) of the transmitter and the sampling time for the image sensor (T_s) of the receiver are first defined. Next the duty cycle parameters (T_{off}) and (T_{on}) are defined which correspond to the on and off times of the light source. T_s is an important parameter because the image sensor sampling time defines a minimum amount of modulation time required to produce the banding effects which allow for the frequency detection required for DPR demodulation. The required modulation time can refer to either the T_{on} portion **1804** or the T_{off} portion **1805** of the signal, however to maximize the brightness of the light source T_{off} is used as the limiting variable (if solving for the minimum duty cycle, T_{on} can be used). If T_s of the receiving device is less than twice T_{off} of the light source, residual banding on the image sensor will not take place; therefore the signal cannot be extracted. In order for banding to occur, T_s should be greater than twice the value of T_{off} or ($T_s > 2*T_{off}$).

It is important to note that when designing for the maximum duty cycle, the modulation frequency can be defined from the transmitter side and can be completely independent of the sampling time T_s. This is because the sampling frequency T_s is a property of the receiver which is defined by the image sensor manufacturer and is likely not designed for optimal DPR demodulation properties. T_s varies depending on the specific image sensor, and can be expected to change as more advanced image sensors are developed. Therefore it is important to optimize such that a broad range of both modulation and sampling frequencies can be used. In the next sections the equations and variables for how to calculate the maximum duty cycle are described for a variety of test cases.

In order to solve for T_{off} in terms of duty cycle and modulation frequency, one can first start with the fundamental definition of what the duty cycle is: 1 minus the ratio of signal on time divided by the combination of signal on and off time. In the case of a modulated light source, $D=1-T_{off}/(T_{on}+T_{off})$. Next the modulation frequency (f) can be defined as the inverse of the sum of signal on and off times: $f=1/(T_{on}+T_{off})$. Substituting f into the previous equation for D yields $D=1-f*T_{off}$. The variable T_{off}, which was previously defined as a value less than twice T_s, can then be used to define the maximum duty cycle for any given modulation used in DPR demodulation. After rearranging and substituting T_s for T_{off} ($T_{off} \leq 0.5*T_s$), $D=1-f*(½)*(T_s)$. With this equation, we can now solve for the maximum duty cycle achievable given the modulation frequency of the transmitter, and the sampling time of the receiver.

Since the maximum duty cycle is dependent on both the modulation frequency of the transmitter and the sampling frequency ($F_s=1/T_s$) of the receiver, its exact percentage value can change depending on the present conditions. For testing purposes, the modulation frequency range was chosen to start at 300 Hz which is above the range which the human eye can see. The modulation frequency range may range from 60 Hz to 5000 Hz. Typical image sensor sampling frequencies ($F_s=1/T_s$) range between 20 kHz and 36 kHz for high quality image settings (640 by 480 pixel resolution), and 4 KHz to 7 KHz for low quality image settings (192 by 144 pixel resolution). In some embodiments, the image sensor sampling frequencies may range from as low as 1 KHz to as high as 1 MHz.

When analyzing specific use cases, the duty cycles corresponding to a modulation frequency of 300 Hz and sampling frequencies for high quality image settings in some embodiments result in D=1−(300 Hz)*(½)*(1/20 Khz)=99.25% and D=1−(300 Hz)*(½)(1/36 kHz)=99.58%. The duty cycles corresponding to a modulation frequency of 300 Hz and typical sampling frequencies low quality sampling frequencies in other embodiments result in D=1−(300 Hz)*(½)*(¼ kHz)=96.25% and D=1−(300 Hz)*(½)*(1/7 kHz)=97.86%. In yet other embodiments, a 2000 Hz modulation frequency and high quality sampling frequencies of 20 kHz and 36 kHz results in D=95.00% and 97.22% respectively, and for low quality sampling frequencies of 4 kHz and 7 kHz results in D=75% and 85.71% respectively.

After the maximum duty cycle has been calculated, to compensate for the additional power requirements needed for data communication due to the off portion **1804** of the modulation signal, the input power can be increased such that the resulting average power of the communicating light source **101** is identical to the non-communicating light source **101**. In effect the average power of the two light sources will be the same, yielding a perceivably identical luminous output. Take for instance LED source "A" which is powered by 6 Watts and modulated where 50% of the time it is "on", and the remaining 50% "off", effectively resulting in a 3 Watt average power. In order for this light source **101** to match the luminous output of the 6 Watt LED source "B" which is not modulating and is on 100% of the time, one can double the input power from 6 Watts to 12 Watts. While the input power of "A" was increased, the average power is halved to equal 6 Watts; therefore sources "A" and "B" appear to be identical to the human eye in terms of brightness.

However, there exists a point where increasing the input power can decrease the efficiency of a given light source **101**. For LED lighting devices it is important to stay within the manufacturer specified voltage and more importantly current, otherwise efficiency drastically falls with increased supply current. This unwanted effect is known as LED "droop", and generally refers to decreased luminous output for any given individual LED (assuming one or more LEDs per lighting source **101**) due to the additional thermal heating resulting from the increased current. In the previous example, the input power to LED source "A" was doubled while the input power to "B" was left unchanged. Assuming that each source was supplied by a constant 12 Volts, this means that the input current to source "A" had to have doubled in order to achieve the required 12 Watts of power consumption. This equates to a 50% increase in current, when moving from 0.5 Amps to 1 Amp, and can only be performed if within the manufacturers' tolerable input current range for the LEDs.

Given inputs of drive current (Id) and operating voltage (V), we can define the power (P) of a non-modulated light source **101** as P=Id*V, and compare it with the additional required power (P_{mod}) of a modulated light source **101**. To define the additional power needed due to modulation, you can then define the relationship as $P_{mod}=P2-(D*Id*V)$. While the input variables used in this example vary from

source to source, this method can be used to accommodate for power loss due to modulation.

We can now solve for the power required to support the maximum duty cycles that were previously solved for. In this example, the power consumed by the non-modulated light source equals P=Id*V=700 mA*12V=8.4 W. P_{mod} can then be calculated to describe how much extra power is required to support a modulated light source **101** with regard to the duty cycle. Recall that for a modulation frequency of 2000 Hz and sampling frequencies of 20 kHz and 4 kHz, the maximum duty cycle equaled 99.25% and 96.25%. Therefore the additional power needed to detect a 2000 Hz signal at a sampling frequency of 20 kHz is defined as Pmod=8.4 W−(0.9925*700 mA*2V)=63 mW, a 0.75% increase in required power on top of the baseline 8.4 W. For 2000 Hz at a sampling rate of 4 kHz, P_{mod}=8.4−(0.9625*700 mA*12V)=315 mW, a 3.75% increase in required power.

While finding the maximum duty cycle supported by DPR demodulation is important for maintaining the brightest luminous output levels, it is also important to support the lowest duty cycle possible in order to support the dimmest luminous output levels. This is because the minimum duty cycle corresponds to the dimmest level that a modulated light source **101** can operate at while still supporting DPR demodulation from a receiving device. In order to account for this, we now consider the T_{on} portion of the signal rather than T_{off}. The limiting sampling factor now changes to require that T_s is greater than twice T_{on} (T_s>2T_{on}). Substituting this condition into the previous max duty cycle equation (replacing {1−D} with D), the resulting equation yields D=(½)*f*T_s.

Repeating the above examples for a modulation frequency of 300 Hz and high quality sampling frequencies ($1/T_s$) of 20 kHz and 36 kHz, D=0.75% and 0.42%, respectively. For a modulation frequency of 2000 Hz with high quality sampling frequencies, D=5.00% and 2.78%. Considering lower quality sampling frequencies at 300 Hz and 2000 Hz, D=3.75% and 2.14% for a 300 Hz modulation frequency, and D=25.00% and 14.29% for a 2000 Hz modulation frequency.

In addition to modifying the overall duty cycle, there also exists the opportunity to tune the modulation scheme such that during the "off" portion **1805** of operation the light source **101** does not turn completely off. As described in FIGS. **19**A-C, modulation schemes **1901**, **1902**, and **1903** depict varying duty cycles where a DC bias **1904** has been added which correspond to the modulated light sources **101***a*-**101***c*. Modulation schemes where the light source **101** does not turn all the way "off" are important when considering light source **101** brightness, efficiency, lifetime, and the signal to noise ratio (SNR) of the communications channel. The DC bias **1904** during modulation reduces the peak power required to drive the light source for a given brightness. A reduction in peak power will reduce the negative impact of overdriving the lighting source, which is known to cause efficiency losses known as "droop" for LEDs, in addition to decreasing light source **101** lifetimes.

As an example, consider that the average power delivered to the light source is defined as: P_{av}=D*P_{on}+(1−D)*P_{off}, where D is the duty cycle and P_{on}, P_{off} are the respective on/off powers. The impact on light source **101** brightness is that increasing the "off" power will increase the total power. This reduces the required peak power delivered to the lighting source, because the power transferred during the "off" period can make up the difference. In a system operating at a duty cycle of 50%, for a fixed brightness B, a 10% increase in the "off" period power translates to a 10% decrease in the "on" period power.

When approaching the above power equation from a constant voltage (V), average current (I_{av}), and on/off current (I_{on}/I_{off}) standpoint (P=IV), I_{av}*V=D*I_{on}*V+(1−D)*I_{off}*V. After removing the constant V, I_{av}=D*I_{on}+(1−D)I_{off}. For example, in the case of a light source **101** requiring an average drive current (I_{ave}) of 700 mA and off current of (I_{on}) of 0 A undergoing modulation with a duty cycle (D) of 96.25%, the peak current (I_{on}) requirement is I_{on}=700 mA/0.9625=727 mA. If instead the current delivered during the "off" time is 100 mA the average current reduces to I_{av}=0.9625*700 mA+(1−0.9625)*100 mA=678 mA, a 6.7% decrease in overall required power given constant voltage. In other embodiments, a constant current may be applied with differing voltages to achieve a similar effect.

The impact of non-zero I_{off} values for the previous example is two-fold. First, a reduction in required power is achieved, and second increasing the "off" time power lowers the required duty cycle to achieve a fixed brightness level. For the previous example when solving for D, D=(I_{av}−I_{off})/(I_{on}−I_{off}). The difference in duty cycle can now be determined for the reduction in peak current from 727 mA to 678 mA, as D=(700 mA−100 mA)/(727 mA−100 mA)=95.69%, which is a 0.56% difference from 96.25%. This essentially allows for a brighter light source **101** with a decreased duty cycle, and lower power requirements.

Another major requirement for DPR modulation is to interface with existing light dimmers. There are a variety of light source **101** dimmers employed on the commercial market. One popular dimming technique is triac dimming. In a triac dimmer, a variable resistor switch is used to control the amount of power delivered to the light source **101** over the AC line. For traditional incandescent and fluorescent sources this is a cost effective and efficient way to control the power, and thus the brightness, delivered to the light source **101**. For LED light sources **101**, it is necessary to put a special driver between the triac dimming circuit and the LED source. This is because LEDs are current driven devices, and thus require an AC/DC converter to transform AC from the power lines to a DC current for driving the LEDs.

FIG. **20** demonstrates a system by which a DPR modulator can interface with existing lighting control circuits. A dimmer controller **2002** sends a dimmer signal **2003** to a dimmable LED driver **2006**. In the case of an LED light source controlled by a triac dimmer, the dimmer signal would be transmitted across the AC power line. The dimmable LED driver **2006** then converts the dimmer signal to a pulse width modulated signal used for driving the light output **2007** of the source **2001**. The configuration of the system diagram shows the dimmer signal **2003** going to both the DPR modulator **2004** and the LED driver **2006**, however this does not always need to happen. In some instances the LED driver **2006** can contain a "master override" input which is designed to supersede any dimmer signal **2003** input. In this case the dimmer signal **2003** still goes to the LED driver **2006**, but is ignored. In other cases where there is not an override input, the dimming signal only goes to the DPR modulator.

DPR modulator **2004** is responsible for sending DPR signals **2005** to the LED driver **2006** which controls the light output **2007**. In the case of the light source **2001** being driven by pulse width modulation as the dimmer signal **2003** from the dimmer controller **2002**, DPR modulator **2004** controls the frequency of the PWM signal and selects the desired value. The width of pulses in signals **1801**-**1803** are determined based on dimmer signal **2003**, which indicates the desired light source **2001** brightness level. Note that the dimmer controller **2002** is not contained within the light source **2001**, and can output a variety of dimmer signals **2003** (triac,

or a proprietary method). Because of this, the DPR modulator **2004** is responsible for interpreting these different signals and appropriately outputting a DPR signal **2005** which corresponds to the desired brightness level of the inputted dimmer signal **2003**. In cases where dimming is not required and the dimmer signal **2003** is not present, the DPR modulator **2004** interfaces directly with the LED driver. In some implementations, the DPR modulator **2004** can also be contained inside the LED driver **2006** as part of an integrated solution instead of as a separate component.

FIG. **21** contains a high level overview of a DPR modulator **2004**. Data **2101** is first sent to DPR tone generator **2102**. Data **2101** could contain information from any source. In the context of a beacon based light positioning system, data can include the identifier for the light. DPR tone generator **2102** converts the data **2101** into a sequence of DPR tones. A DPR tone is a periodic digital signal that oscillates between active and inactive states with a particular frequency. This process is described further in FIG. **22**. Depending on the requirements of the data transmission channel, this could either be a single tone (suitable for a beacon based positioning system using light identifiers), or a sequence of tones (if higher data rates are desired by the end user). The DPR Tone(s) **2203** are then sent to the waveform generator **2103**, which is responsible for generating the DPR signal **2005** for driving the LEDs. Waveform generator **2103** receives a dimmer signal **2003** input from a dimmer controller **2002**, which controls the brightness of the light source. In the case of a DPR tone as a pulse-width-modulated signal, dimmer controller **2002** would control the duty cycle of square wave **1802**, while DPR Tone(s) **2203** would control the frequency of the square wave. The result is an output DPR signal **2005**, which is then sent to the LED driver **2006**.

FIG. **22** contains a breakdown of DPR Tone Generator **2102**. This module is responsible for taking a piece of data and converting it to a sequence of DPR tones. A DPR tone determines the frequency at which a waveform, such as the square waves from FIG. **18**, is sent. The range of possible tones, defined here in as T_o through T_n, is determined by both the sampling time, T_s, of the image sensor (as discussed in paragraph 0006), and the frequency response of the light source **101**. Encoder **2201** is a standard base converter—it takes a piece of data in binary and converts it into a corresponding DPR tone. A typical range for tones created by DPR Tone Generator **2102** is 300 Hz-2000 Hz, in steps of 10 Hz, allowing for 170 distinct DPR tones. The step size between tones is selected to reduce noise, and depending on the requirements could be much higher or lower than 10 Hz. As an example, that data **2101** may contain an identifier of value 10 for light source **101**. This identifier is passed to Tone(s) Generator **2102**, which generates (or selects from memory) a sequence of tones. Note that the length of a DPR tone sequence could be as low as 1 (in the case of a single tone used in a beacon based positioning system). In this example, an identifier of 10 would map to a DPR tone of 400 Hz. DPR Tone Generator **2102** could either store the identifier in memory beforehand, using pre-computed mappings of data to tone sequences, or alternatively it could compute this on the fly. The exact method of generating the sequence of tones would be driven by the resources available on the light source **101**. Once one of the possible tones sequences **2202** is created, it is sent to Waveform Generator **2103**.

FIG. **23** contains the breakdown of Waveform Generator system **2103**, which combines a tone sequence **2202** with a waveform from symbol creator **2303** and dimmer signal **2003** to create a DPR signal **2005** for driving light source **101**. The resulting waveform will be periodic, with a frequency defined by the sequence of tones, a symbol created based on the list of possible symbols in symbol creator **2303**, and an average output (brightness) determined by the dimmer signal **2003**. This desired brightness could either be hard-coded on the module, or provided as an external input through a dimming control module. The choice of a symbol is determined within Symbol Selector **2301**, which generates a control line **2302** for selecting a symbol from symbol mux **2402**.

FIG. **24** contains the breakdown of Symbol Creator **2303**, which holds possible symbols **2401***a*-**2401***d*. These could include a saw tooth wave **2401***a*, sine wave **2401***b*, square wave **2401***c*, and square wave with a DC offset **2401***d*, or any other periodic symbol. Symbol creator then takes in a selected symbol **2402**, and modifies it such that a desired brightness **2106** is achieved. In the case of a square wave symbol **2401***c*, dimmer signal **2003** would modify the duty cycle of the square wave. The resulting waveform is then sent to output signal **2005** for driving the light source.

The goal of the output waveform **2105**, which drives light source **101**, is to illuminate a scene in such a way that the DPR modulated signal can be picked up on any standard mobile device **103**. Reducing flicker on video which is under illumination from fluorescent lamps is a well-known problem. The flicker is caused by periodic voltage fluctuations on the AC line powering the lamp. For a lamp powered by a 50 Hz AC line, the luminance level changes at 100 Hz. This causes alternating white/dark bands to appear in video recorded with CMOS imagers. The bands are a result of the rolling shutter mechanism on CMOS imagers, which partially expose different areas of the image at different points in time. The lines on the image can occur on both, one, or on multiple frames, and may appear to move in time. See, for example, U.S. Pat. No. 6,710,818, the entire contents of which is hereby incorporated in its entirety, which describes methods for detecting and removing this unwanted effect. Possible algorithms for mitigating flicker include automatic exposure control, automatic gain control, and anti-banding. These techniques are common in many mobile devices as a means to remove flicker caused by fluorescent lamps.

Advanced DPR Demodulation Techniques

DPR demodulation, instead of removing flicker, exploits the rolling shutter effects of CMOS cameras as a means of transmitting data. A CMOS device with a rolling shutter captures an image frame by sequentially capturing portions of the frame on a rolling, or time-separated, basis. These portions may be vertical or horizontal lines or "stripes" of the image that are captured at successive time intervals. Because not every stripe is captured in the same time interval, the light sources illuminating the image may be in different states at each of these time intervals. Accordingly, a light source may produce stripes in a captured frame if it is illuminated in some time intervals and not illuminated in other time intervals. Light sources that broadcast digital pulse recognition signals may produce patterns of stripes. Since the pattern of stripes is dependent on the frequency of the digital pulse recognition signal, and the speed of the rolling shutter can be determined a-priori, image processing techniques can be used to deduce the illumination frequency based on the width of the stripes. For example, consider a room containing five light sources **101**, each broadcasting at 500 Hz, 600 Hz, 700 Hz, 800 Hz, and 900 Hz, respectively. Each distinct frequency, otherwise known as a DPR tone, can be used to identify the light source **101**. In a beacon based light positioning system, a mobile device receiver within view of the transmitting lights can detect the DPR tones, correlate an identifier associated with

the tone, and then use a lookup table to determine the location of the device based on the location associated with the identifier(s).

Modeling the camera sampling function is essential to understanding how DPR demodulation works on modern image sensors, and how the impacts of various hardware-dependent parameters affect the DPR signal **2105**. To represent this, FIG. **25** is a continuous time representation **2501** of how an individual row on a rolling shutter image sensor is sampled. The exposure time interval **2502** represents the period over which light accumulates on the photo sensor. If the exposure time is much lower than the period of the DPR modulated signal, the light and dark bands will be clearly defined. If the exposure time is longer, the light and dark bands will lose their definition.

FIG. **26** contains a continuous time example **2601** of a DPR modulated light signal. In this example, the signal is a square wave with a 50% duty cycle being driven at a DPR tone of 300 Hz. The relationship between the DPR illumination period **2602** and the exposure time **2502** determines how well defined the bands are on the received image.

FIG. **27** is the continuous time sampled image **2701**, created by convolving an individual row sampling function **2501** with a DPR modulated signal **2601**. The alternating periods of high brightness **2702** and low brightness **2803** are caused by the DPR modulation frequency, and appear as alternating white/dark bands on the received image.

FIG. **28** is a representation of a discrete time domain signal model **2801** for representing how a rolling shutter on an image sensor samples the incoming light pulses **2601**. The rolling shutter is modeled as an impulse train, containing a sequence of the Dirac Delta functions (otherwise known as a Dirac comb). Each impulse is separated by an interval, T, which corresponds to the speed of the rolling shutter commonly found in most CMOS image sensors. The interval T varies from device to device which causes the bands on scenes illuminated by DPR modulated signals to vary in size. The mobile device **103** needs to account for hardware dependent factors (rolling shutter speed) to properly determine the DPR tone. FIG. **29** contains a discrete time representation **2901** of the rolling shutter sampling functionality over multiple frames.

Because rolling shutter speeds are typically faster than frame rates, DPR demodulation on current imaging technology is capable of much higher data rates than modulation schemes that sample on a per frame basis. In a DPR modulated system using a 640×480 pixel image sensor, the sensor would capture 480 samples per frame (represented as 480 consecutive delta functions in sensor model **2801**). A demodulation scheme using a global shutter would only be capable of taking one sample per frame. This is a key advantage for indoor positioning using beacon based broadcasting schemes because the time-to-first-fix is orders of magnitude faster than competing technology, which can take several seconds to receive a signal. For example, consider a typical mobile device **103** camera which samples at 30 frames per second (FPS). Using DPR demodulation, time-to-first-fix can be achieved with as little as a single frame, or 1/30 of a second, versus 1 second for a demodulation scheme that samples on a per frame basis. This compares to a time-to-first-fix of up to 65 seconds for GPS, 30 seconds for assisted GPS, and 5-10 seconds for WiFi positioning.

This order of magnitude improvement opens the door for applications in which latency for time-to-first-fix must be minimized. Furthermore, computation for DPR demodulation can be performed on the mobile device itself, versus the server side processing required for WiFi fingerprinting algorithms. In a mobile environment, where connection to a network is not guaranteed, client side processing provides a major advantage. In the future, it is expected that image sensors will have much higher frame rates. In this scenario, DPR demodulation can be adjusted to sample on a per-frame basis, instead of a rolling shutter basis. The key principle is that the demodulator can be adjusted in software, allowing future mobile devices to tune their receiving characteristics to receive DPR signals. The software adjustments that need to be applied are the subject of the following sections.

Configuring a Device for DPR Demodulation

In order to prepare a mobile device **103** to receive the modulated DPR signals **2105**, the device must first be configured. This is to counteract the flicker mitigation algorithms typically applied in mobile device image sensors. FIG. **30** describes the method by which mobile device **103** is configured to receive DPR modulated signals. First, the initialize sensors **3001** function initializes and activates the available sensors capable of receiving data. For typical modern mobile devices these would include both the front and rear facing cameras. Determine sensors to modify **3002** then decides which sensors need to be modified. A number of possible factors determine whether or not a particular sensor should be initialized then modified, including power consumption, accuracy, time since last reading, environmental conditions, required location accuracy, and battery state.

Modify sensors **3003** then passes a list of the appropriate sensors which need to be modified to a function which has additional information about the mobile device **103** and adjusts the demodulation scheme for device specific limitations **3004**. In the case of using an embedded mobile device **103** camera to demodulate DPR signals, possible sensor parameters to modify include exposure, focus, saturation, white balance, zoom, contrast, brightness, gain, sharpness, ISO, resolution, image quality, scene selection, and metering mode. As part of the modification step **3003**, sensor parameters such as exposure, white-balance, and focus are locked to prevent further adjustments.

After the sensors are modified **3003**, specific hardware limitations are adjusted for in the demodulation scheme by using a device profile. The most important of these is the rolling shutter speed. Because different models of mobile device **103** will, in general, have different camera sensors, the line width of the DPR tone measure on an image sensor will vary across hardware platforms for a fixed frequency. For this reason, it is necessary to adjust the stripe width one is looking for depending on the specific characteristics of the device. In the Fourier Techniques discussed later on in the application, modifying the stripe width corresponds to modifying the sampling frequency of Dirac Comb 2801.

There are a number of challenges associated with controlling the camera parameters to optimize for DPR demodulation. One challenge is overriding the automatic parameter adjustments that mobile operating systems typically provide as part of their camera application programming interfaces (APIs). In the case of an embedded image sensor, the sensor settings are adjusted automatically depending on factors such as but not limited to ambient light conditions, areas of focus, distance from objects, and predetermined scene selection modes. For instance, when taking a picture with an image sensor, if the scene is dark then the exposure time is automatically increased. When taking picture of a scene mode with fast moving objects, the exposure time is usually decreased.

When using an image sensor for DPR demodulation, these automatic adjustments can introduce noise into the signal, causing higher error rates. Specifically in the case of exposure, longer exposure times correspond to lower data rates,

which correspond to a decreased amount of available light IDs **901**. At the edge case, if the exposure time is sufficiently long, then the sampling rate will drop so low that DPR demodulation becomes extremely challenging as the signal is severely under sampled. Furthermore, if the camera is constantly adjusting, then the performance of background subtraction (discussed later), which isolates the moving stripes from the rest of the picture, will be significantly impaired. This is because the automatic adjustments are constantly changing the pixel values. In order to successfully transmit DPR signals, these automatic adjustments need to be accounted for.

Practically speaking, many mobile device **103** APIs do not allow for the modification of sensor parameters in the top level software. The proposed method in FIG. **31** describes a method for working around the provided APIs to control the exposure. Current API's do not allow for manual exposure control, so instead of manually setting the exposure, we present an algorithm that exploits the metering functionality to minimize the exposure time.

FIG. **31** contains a process for modifying the various sensor parameters contained in a mobile device **103** in a way that overcomes the limitations imposed by current camera APIs. In the algorithm, the first step is to initialize the required sensors **3001**. For the case of an image sensor, this involves setting the frame rate, data format, encoding scheme, and color space for the required sensors. After the image sensors have been initialized **3001**, the algorithm searches for regions of interest **3101**. In the case of setting the exposure using metering, these regions of interest **3101** would be the brightest regions of the image. Set metering area **3102** then sets the metering area to the brightest portion, effectively "tricking" the mobile device **103** into lowering the exposure time. Lock parameter **3103** then locks this exposure time to prevent the auto adjustment feature of the camera from overriding the manual setting. Next, adjust for hardware dependent parameters **3104** accesses a lookup table and adjusts the demodulation algorithm based on hardware and software differences. For the case of an image sensor, one example of this is changing the sampling time based on the rolling shutter speed of the device. This rolling shutter speed can either be loaded from a lookup table beforehand (using predetermined values) or measured on the fly. Each device only needs to measure its rolling shutter speed once per image sensor. Once parameters set? **3105** is satisfied the algorithm ends; otherwise, it returns to identify regions of interest **3101**.

The method of exploiting the metering area on a mobile device **103** can be used to optimize many of the required parameters in addition to the exposure, including white balance, contrast, saturation, ISO, gain, zoom, contrast, brightness, sharpness, resolution, image quality, and scene selection. Furthermore, these parameters could already be known beforehand, as each mobile device **103** will have its own "device profile" containing the optimal camera settings. This profile could be loaded client side on the device, or sent over a server. Note that although the method of using the metering area to control the exposure can improve the performance of DPR demodulation, it is not strictly necessary. Simply locking the exposure **3103** is often sufficient to prevent the automatic camera adjustments from filtering out the DPR signals.

Advanced Techniques for Decoding Information in DPR Modulated Signals

Once the sensors have been initialized **3001** and parameters have been set **3104**, FIG. **32** describes a process for decoding the information contained inside a DPR modulated signal. Identify regions **3201** is used to separate different regions on the image illuminated by DPR signals. At the base level, the region of interest is the entire image. However, when one or more light sources **101** are present, there exists an opportunity to receive multiple DPR signals simultaneously. In this scenario, the sensor effectively acts as a multiple antenna receiver. Such multiple antenna systems, more generally referred to as multiple-input multiple-output (MIMO), are widely used in the wireless networking space. This is an example of spatial multiplexing, where wireless channels are allocated in space as opposed to time or frequency. The implications of MIMO for DPR demodulation in a beacon based light positioning system is that frequencies can be re-used in a space without worry of interference. When a mobile phone user receives DPR modulated signals on a photodiode array (such as an image sensor, or any imaging technology that contains multiple spatially separated sensors), the DPR signals will each appear at different locations on the sensor. Each region **3201** of the image can then be processed independently, in the same way that each mobile phone user in a cell network only connects to the cell they are closest to.

This works in a way analogous to cellular phone networks. With cellular networks, mobile phone users only communicate with cellular towers that are close to them. This allows multiple mobile phone users to share the same frequency, provided they are all on different cells. In DPR modulation, each light acts as its own cell transmitting unique frequencies. However, different lights can also use the same frequency provided that they are far enough apart. Re-using the same frequencies in different space allows for greater system scalability, since lighting sources **101** can be installed at random without requiring the installer to worry about frequency allocation.

After sensors have been initialized **3001**, and regions of interest **3201** have been identified, detect frequency content **3202** identifies the presence of DPR tones from the sensor data. We describe here multiple methods for extracting the frequency content from a DPR signal. One possibility is to use line detection algorithms to identify the pixel width of the stripes, which directly corresponds to the transmitted frequency. This stripe width is then used to access a lookup table that associates width and transmitted frequency and determines the transmitted tones. Possible methods for detecting lines include Canny edge detection, Hough Transforms, Sobel operators, differentials, Prewitt operators, and Roberts Cross detectors, all of which are well developed algorithms, known to those of skill in the art. Adjust for dependent parameters **3004** then modifies the appropriate camera sensors for optimal DPR demodulation. In the case of line detection, this corresponds to a linear adjustment for the line width lookup table. Determine tones **3203** uses the adjusted line width to determine the DPR tone sent. This process is performed for each region on the image, until there are no more regions **3204** remaining. A data structure containing all the regions, with their associated identifiers, is then returned **3205**.

An additional method for performing DPR demodulation is described in FIG. **33**. One or more light sources **101** illuminates a scene **3301**. When the image sensor on mobile device **103** acquires a sequence of images **3302**, the brightness of any given pixel depends on both the details of the scene as well as the illumination. In this context, "scene" refers to the area within view of the camera. The scene dependence means that pixels in the same row of the image will not all have the same brightness, and the relative brightness of different image rows is not solely dependent on the modulated illumination **3301**. If one were to take the Fourier trans-

form of such an image, both the frequency content of the illumination, as well as the frequency content of the underlying scene, will be present.

In order to recover the frequency content of the modulated illumination independently of the scene, the contribution of the scene may be removed using a background subtraction algorithm **3303**. The 'background' is the image that would result from un-modulated illumination as opposed to the effects of modulated illumination **3301**. Subtracting the background from an image leaves only the effects of illumination modulation. One possible implementation of a background subtraction method uses a video sequence. If a video of a scene illuminated with modulated light is recorded, the light and dark bands may appear at different locations in each frame. For any modulation frequency that is not an exact multiple of the video frame rate, there will be a resulting beat frequency between the video frame frequency and the illumination modulation frequency. The illumination signal will be in a different part of its period at the beginning of each frame, and the light and dark bands will appear to be shifted between video frames (i.e. the bands will appear to move up or down across the scene while the video is played). Although this algorithm is described with the use of a video sequence, other embodiments may perform background subtraction using still images.

Because the bands move between video frames, the average effect of the bands on any individual pixel value will be the same (assuming that in a long enough video each pixel is equally likely to be in a light or dark band in any given frame). If all the video frames are averaged, the effects of the bands (due to the illumination modulation) will be reduced to a constant value applied to each pixel location. If the video is of a motionless scene, this means that averaging the video frames will remove the effect of the bands and reveal only the underlying scene (plus a constant value due to the averaged bands). This underlying scene (the background) may be subtracted from each frame of the video to remove the effects of the scene and leave only the effects of illumination modulation **3301**.

FIG. **34** contains an implementation of a possible background subtraction algorithm **3304**. A frame buffer **3402** accumulates video frames **3401**. The size of this buffer can vary, depending on the memory capacity of mobile device **103** and the required time to first fix. Frame averaging **3403** computes the average based on the frames in the buffer **3402**. The average of these frames is used to generate background frame **2704**. The background frame can be acquired using a number of different averaging techniques **3403**, including a simple numerical average, a normalized average (where each frame is divided by the sum of all the frames), Gaussian averaging, or by doing a frame difference between subsequent frames. A frame difference simply subtracts subsequent frames from one another on a pixel-by-pixel basis.

For video of a scene with motion, simple averaging of video frames will not yield the underlying scene background. FIG. **35** describes a technique for dealing with motion between frames, which is a likely scenario when demodulating DPR signals on mobile device **103**. Motion compensation **3501** is necessary to best determine the underlying scene. By determining the motion between video frames (for example, shifting or rotation of the whole scene due to camera movement), each video frame may be shifted or transformed such that it overlies the previous frame as much as possible. After performing these compensatory transforms on each frame in motion compensation **3501**, the video frames are averaged **3403** to get the scene background **3404**. Phase correlation is one possible method of estimating global (i.e. the whole scene moves in the same way, as in the case of camera motion while recording video) translational motion between frames. The 2D Fourier transform of a shifted image will be the same as that of the original image, except that a phase shift will be introduced at each point. Normalizing the magnitude of the 2D Fourier transform and taking the inverse transform yields a 2D image with a peak offset from the center of the image. The offset of this peak is the same as the shift of the shifted image. Those skilled in the art will recognize that additional methods for motion compensation **3501** include Kernel Density Estimators, Mean-shift based estimation, and Eigenbackgrounds.

After removing the background scene, Fourier Analysis can be used to recover the DPR tone based on signals received from modulated light source **103**. Specifics of this method are further described in FIG. **36-43**. FIG. **36** contains a sample image **3601** of a surface illuminated by a light source undergoing DPR modulation. The image is being recorded from a mobile device using a rolling shutter CMOS camera. The stripes **3602** on the image are caused by the rolling shutter sampling function, which is modeled in by the sequence of Dirac Combs **2801** in FIG. **28**.

FIG. **37** shows the result **3701** of performing background subtraction on the raw image data from FIG. **36**. Background subtraction is used to extract the stripes from the raw image data. The result is an image of alternating black/white stripes that represents the discrete time-domain representation of the transmitted DPR signal. The stripes **3702** are much more pronounced than in the raw image data from FIG. **36** due to the improvement from background subtraction.

Illumination modulation affects each row of a video frame identically, but imperfect background subtraction may lead to non-identical pixel values across image rows. Taking the Fourier transform of row values along different image columns, then, may produce different illumination signal frequency content results. Because the true illumination signal frequency content is the same for the entire image, a technique to reconcile these different results may be employed. One possible method is to assign the average pixel value for any given row to each pixel in that row. This method takes into account the information from each pixel in the row, but by yielding uniform row values gives a single illumination signal frequency content result when taking the Fourier transform of row values along an image column. FIG. **38** displays the results of applying row averaging **3801** to the background subtracted image **3701**. The stripes **3802** are much more visible as a result of the row averaging, and they are also more consistent across rows.

FIG. **39** shows the Fourier transform **3901** of the row averaged image **3801** from FIG. **38**. There is a peak frequency at the DPR tone of 700 Hz, as well as a DC component at 0 Hz. The peak frequency is used to identify the sequence of tones, and thus the transmitted identifier.

FIG. **40** shows the Fourier transform **4001** from FIG. **39** after applying a high-pass filter. The DC component of the signal is removed, which allows a peak frequency detector to move to detection at the DPR tone frequency.

FIG. **41** shows a 2-D Fast Fourier Transform **4101** of the post processed DPR modulated signal data **3701**. In comparison to the 1-D Fourier analysis performed in FIGS. **38-40**, 2-D Fourier analysis of the DPR modulated signal **3601** could also be performed. 2-D Fourier Analysis is a popular and widely used technique for image analysis. Because there are a number of software libraries that are highly optimized for performing multidimensional FFTs, including OpenCV, multidimensional Fourier analysis is a viable alternative to the 1-D analysis. The DPR tones **4102** can be easily seen across

the vertical axis **4103** of the 2-D FFT. Brighter areas on the FFT image **4101** correspond to areas on the image with higher spectral content. A peak can be seen at the origin **4104**, which corresponds to the DC component of the DPR signal.

FIG. **42** shows a low-pass filtered version **4201** of the 2-D FFT **4101**. The filtered image **4201** contains dark areas **3502** at the higher frequencies on the image. The low pass filter rejects the higher frequencies. This is a key component of successful DPR demodulation. As discussed previously, DPR modulation relies on transmitting digital signals at different frequencies. When using Fourier analysis on these signals, higher frequency harmonics appear, in particular at higher duty cycles. These higher frequency components act as noise in the signal, so removing them with filtered image **4201** is one technique for recovering the transmitted tones.

When performing spectral analysis in the case of a 1-D FFT **3901** in FIG. **39**, it was necessary to remove the DC component of the DPR signal. PWM signals **1901**-**1903** will contain a significant DC component, which needs to be filtered before moving on to extract the transmitted DPR tone. FIG. **43** shows a high-pass filtered version **4301** of the 2-D FFT **4101**. The dark area **4302** at DC demonstrates the result of the high-pass filter, which rejects the DC noise component. The higher frequency bands **4303** are still contained in the signal, allowing the demodulator to determine the peak frequency.

An important consideration in the design of a beacon based light positioning system is the choice of light identification codes with respect to the system layout. In a system which uses individual digital pulse recognition (DPR) tones to identify the positions of light sources, it is desirable to lay out the light sources such that adjacent sources have frequencies that are spaced far apart. For example, consider FIG. **1**, which contains light sources **101***a-d*, each with its own DPR tone. When a mobile device user **102** moves underneath beacon based light sources **101***a-b*, each of which is emitting a DPR tone, there is the possibility that the user's mobile device **103** will receive multiple light signals simultaneously. In such a situation, if the spacing between the tones is too low (for example, in the case of light source **101***a* emitting a DPR tone of 700 Hz, and **101***b* emitting a tone of 705 Hz), then spectral leakage may occur. Spectral leakage is a well-known phenomenon associated with Fourier analysis. It is a consequence of the finite observation time over which a signal is measured. For DPR demodulation that exploits the rolling shutter, this finite time corresponds to the period of the rolling shutter. Spectral leakage negatively impacts the ability to distinguish two or more frequencies, so in the case of user **102** receiving multiple DPR tones, the ability to distinguish tones will be diminished. In some cases, the tones will be unresolvable, which could possibly cause dead spots in the beacon based positioning system presented in FIG. **2**.

The impact of spectral leakage can be mitigated in a number of ways. One technique is the use of a digital filter, which is sometimes referred to as a window function. Popular choices for window functions include Rectangular, Hann, Hamming, Turkey, Cosine, Kaiser, and Gaussian windows. Using a window function allows one to improve the spectral resolution of the frequency-domain result when performing Fourier analysis.

A simple approach to reduce the impact of spectral leakage is to control the spatial distribution of bulbs. For example, one could come up with a rule which says that no two adjacent bulbs can have a DPR tone within 50 Hz of another adjacent bulb. For most lighting topologies **4403**, mobile device users **4402***a-b* will see at most two adjacent lights at the same time. If the DPR tones are distributed such that adjacent bulbs are dissimilar enough, then the individual DPR tones can be resolved.

Furthermore, in cases in which the DPR signal is more complex, and possibly composed of several tones transmitted simultaneously, adjacent light sources could destructively interfere with each other. For example, consider that the two light sources **4401***a* and **4401***b* in FIG. **44** each transmit multiple DPR tones. Light source **4401***a* emits 300 Hz, 400 Hz, and 500 Hz, while light source **4401***b* emits 500 Hz, 600 Hz, and 700 Hz. Note that both sources share a common tone of 500 Hz. Since the bulbs are typically non-networked, their emissions are not synchronized. Accordingly, if the common 500 Hz tones are out of phase with one another, they will destructively interfere, possibly resulting in a missed detection.

FIG. **47** depicts a user commissioning a beacon based light positioning system. Commissioning refers to the process of acquiring of acquiring DPR signals being emitted from light sources **4401***a*-**4401***b*, and then georeferencing the light sources. Mobile device user **4702***a* invokes an application running on their mobile device **4703**. The application listens for the DPR signals using sensors on the device. When the mobile device detects a valid DPR signal, the user is prompted to georeference the light source. This could be done by simply entering in coordinates (which could take the form of latitude, longitude, and altitude), or some arbitrary coordinate system. The user could also assign the coordinates by dragging and dropping the light location on a map. Once the coordinates are assigned, they can be sent to a remote database **802** for storage. The database contains records which associate the light identifier with the light location. A user interface developed for this task is presented in FIG. **48**.

After a user georeferences light source **4401***a*, they proceed in a path **4704***a* underneath additional light sources **4401***a-c*. For each light source, as they successfully detect the source, they are prompted to georeference the light. If the user attempts to add a light source that violates the rules for the lighting topology (as in the previous example, where adjacent lights are not allowed to contain DPR tones less than 50 Hz apart), the user would be prompted to change the location of the light source before adding it to the map.

FIG. **47** also contains a situation by which multiple users **4701***a-b* can commission a space simultaneously. Note that the number of users could be much larger than two, especially in the case of a large space. Having multiple users operate at the same time greatly speeds up the commissioning process. As users **4701***a* and **4701***b* move about their respective paths **4704***a* and **4704***b*, they georeference the light locations in the same manner that an individual user would. Each time the user adds a light, the light could be sent to a remote server **703** for storage. The connection to the server could be done through any standard network connection. Mobile devices **4702***a-b* would each write their respective portions of the georeferenced light positions to the server.

The user workflow for multiple users working in conjunction to commission a space could come in a variety of forms. In one embodiment, each mobile device user **4702***a*-**4702***b* would maintain a synchronous representation of the current light georeferencing. In this scenario, when mobile device user **4702***a* adds a light to the database, mobile device user **4702***b* would see that light location appear on their device. This helps to avoid the need for the users to maintain close communication during commissioning, thereby speeding the process along. In another embodiment, mobile device users **4702***a-b* would each maintain their own separate records of the light locations. When the remote server **703** received the

commissioning data from each user, it would then take all of the data as input and determine the best result. For example, in one embodiment the server would take a simple numerical average of the coordinates for each light. By combining data from many users when commissioning a space, the accuracy of the system is improved.

Note that in this embodiment the users are depicted as the ones commissioning the space. However, in another embodiment this commissioning could be performed automatically by a non-human entity, or robotic agent that patrols the space. The robot can use forms of inertial navigation techniques and sensor fusion to maintain an estimate of its current position. The robot must first be assigned an initial location fix, which could be done through a manual input, or a location fix acquired from an alternative positioning technique such as WiFi, Bluetooth, GPS, A-GPS, Ultrasound, Infared, NFC, RF-ID, a priori known location, or markers in the visible or non-visible spectrum. When the robot receives a light identifier from light source, it then uploads the identifier along with its estimated position to the light location database. Furthermore, the robot can also send an estimate of the strength of the current signal, along with an error estimate of its current position, as well as any additional relevant information. The server can then combine all of this information to get a more accurate estimate of the light position. This is analogous to the way the server combined information from multiple users in FIG. **47**.

FIG. **48** contains one possible user interface for commissioning a space in a light positioning system. As depicted in FIG. **47**, mobile device users **4702***a-b* commission a space using mobile devices **4703***a-b*. The mobile devices **4703***a-b* presents location information, such as a map **4806**, of the space. When a user **4702***a* acquires a signal emitted from a light source **4401***a*, a user notification, such as an add button **4801**, becomes active on the user interface. The user can then add the light onto the map by "dragging and dropping." using either a point and click gesture with a mouse, keyboard based commands, a touchscreen, or other such user interfaces that are available. After a light has been placed on the map **4806**, an icon **4804**, or identifier, appears to mark its location. Additional user feedback, such as making the device vibrate or change color, can be used to make the experience more tactile. The user can use the move button **4803** to move the location of the light in the space. In addition to manual location edits, additional information such as an architectural, electrical, or mechanical building plan can be used to assist in light placement or to automate fine tuning of the process. Furthermore, the user can edit and delete lights from the map using the Edit button **4802**. Once a light is placed on the space, and the marker **4804** has been assigned a location, the marker may change its visual look **4805** when the user walks underneath the appropriate light and successfully receives the DPR signal. The visual feedback could include changing the color, shape, or moving the marker around on the screen. This makes it easier for the user to verify the position and identification code of the light after they have commissioned the space.

One aspect of DPR demodulation in a light positioning system includes adjusting receiver parameters depending on specific characteristics of mobile device **4901**. As discussed previously in the applications cited above, parameters such as rolling shutter speed, frame rate, and exposure time can all vary across different hardware platforms. In order to compensate for these differences, adjustments can be created in software. One method of dealing with this involves creating and maintaining a database of device profiles, as depicted in FIG. **49**. A device profile can include all the relevant information regarding the receiver parameters of a mobile device **4901**. For example, this device profile could include the exposure time, sampling frequency, number of image sensors, or other hardware dependent parameters for a specific version of mobile device **4901**. When the mobile device performs DPR demodulation as part of a light positioning system, the device profile is first loaded. The profile could either be fetched from a remote server, or stored locally on the device. The parameters contained within the device profile are then fed as inputs into the demodulation algorithm.

Device profiles can either be created in a number of different ways. In one embodiment, the device profile could be created via manual input of values. A system administrator could acquire device information using sensor datasheets, or other sources, and then manually input the parameters into the database. In another embodiment, the mobile device can utilize a self-calibration algorithm to figure out its own device profile. For example, consider a mobile device, with an unknown device profile that is positioned within view of a DPR modulated light source emitting a known tone. The mobile device could enter as an input the tone which it is supposed to be seeing, and then adjust its own device parameters such that the output of the detection algorithm is equal to the tone that is "known."

Self-calibration is another technique for resolving differences between device hardware and software. In this method, a special calibration frequency can be transmitted at the beginning of a DPR packet, allowing the mobile device **103** to measure its own sensor parameters, such as the shutter speed, and adjust accordingly. The downside to this approach is increased read time on the receiver, because the calibration frame carries no positioning information.

Alternative Algorithms for DPR Demodulation

In addition to the DPR demodulation algorithms presented earlier, there are a number of alternative techniques for demodulating DPR signals. These algorithms are presented in the sections that follow, and include both Fourier and non-Fourier based methods. It should be understood that these algorithms illustrate exemplary DPR demodulation algorithms, and similar equations are also within the scope of this disclosure.

When captured by a rolling shutter image sensor, a DPR modulated signal produces periodic horizontal bands that overlay the entire 2D content of a given scene. An M×N frame (M columns, N rows) can be viewed as a set of M 1D signals $y_{0,\ldots,M-1}$ of length N. Since each column is subject to the same modulation signal, the phase of frequency components $Y_{0,\ldots,M-1}[k_{BL}]$, where k_{BL} is the vertical spatial frequency of the periodic horizontal bands, is expected to be identical across all columns $y_{0,\ldots,M-1}$, i.e. $\mathrm{Var}(\angle Y_{0,\ldots,M-1}[k_{BL}])=0$. In practice, due to noise factors, phase variance exhibits the following behavior in absence of periodic scene patterns:

$$\mathrm{Var}(\angle Y_{0,\ldots,M-1}[k])\rightarrow 0, k=k_{BL}$$

$$\mathrm{Var}(\angle Y_{0,\ldots,M-1}[k])>>0, k\neq k_{BL}, \quad (1)$$

where $k\epsilon[k_{low}, k_{high}]$ and k_{low} and k_{high} denote the lowest and highest possible vertical frequencies of the periodic horizontal bands, respectively. Consequently, when k_{BL} is unknown, it can be identified by determining which frequency component has minimal phase variance across all columns $y_{0,\ldots,M-1}$, i.e.

$$k_{BL} = \underset{k\in[k_{low},k_{high}]}{\operatorname{argmin}} \left(\operatorname{Var}(\angle Y_{0,\ldots,M-1}[k])\right) \quad (2)$$

Phase Parameterization

When measuring variations in phase, it is important to preserve phase circularity. This is achieved by parameterizing real-valued phase values $\angle Y_{0,\ldots,M-1}[k]$ using unit magnitude complex numbers

$$p_{0,\ldots,M-1}{}^{k}=\exp(j\cdot\angle Y_{0,\ldots,M-1}[k]), \quad (3)$$

where j is the imaginary unit. Subsequently, the variance in parameterized phase is given by

$$\operatorname{Var}(p_{0,\ldots,M-1}{}^{k})=E[(p_{0,\ldots,M-}{}^{k}-E[p_{0,\ldots,M-1}{}^{k}])\cdot(\overline{p_{0,\ldots,M-1}{}^{k}-E[p_{0,\ldots,M-1}{}^{k}]})], \quad (4)$$

where E[X] denotes the expected value of X, and $\overline{X}$ denotes the complex conjugate of X. The spatial frequency kB_L of the periodic horizontal bands is then given by

$$k_{BL} = \underset{k\in[k_{low},k_{high}]}{\operatorname{argmin}} \left(\operatorname{Var}(p^{k}_{0,\ldots,M-1})\right) \quad (5)$$

FIG. **50** shows a plot of variance in parameterized phase vs. possible modulation frequencies, in the presence of a 755 Hz modulating source. Note that the dip **5002** at modulation frequency 755 Hz indicates the signature of the DPR modulated signal.

Fourier Magnitude Peaks

Because periodic horizontal bands produced by the modulation signal extend throughout the whole frame, 2D Discrete Fourier Transform (DFT) of the bands yields two compact (narrow spectral support) peaks in DFT magnitude along the vertical frequency axis. This fact is used in conjunction with phase consistency to increase detection accuracy and eliminate periodic scene patterns.

In order to filter out frequency components with compact magnitude peaks, the magnitude spectrum in FIG. **51** is convolved with a 3×3 filter kernel with the general structure presented in FIG. **52**.

The motivation for this choice of filter coefficients is to remove magnitude peaks of wide spectral support and replace them by negative-valued dips. On the other hand, magnitude peaks of narrow spectral support remain positive-valued. FIG. **53** shows the result of applying the above filter kernel to vertical frequency components of the magnitude spectrum in FIG. **51**.

Detection Algorithm

In what follows, f[m,n] denotes an M×N frame (M columns, N rows). $\hat{f}$[m,n] denotes a vertically-windowed version of f[m,n].

1) Windowing

Obtain $\hat{f}$[m,n] by multiplying each column $y_{0,\ldots,M-1}$ of f[m,n] by an N-length Hann window.

2) ID DFTs

Compute N-length DFT for each column of the windowed frame $\hat{f}$[m, n] to obtain M 1D spectra $\hat{Y}_{0,\ldots,M-1}$.

Phase Parameterization

Parameterize the phase of $\hat{Y}_{0,\ldots,M-1}$ with accordance to Eq. 3 to obtain

$$\hat{p}_{0,\ldots,M-1}{}^{k}=\exp(j\cdot\angle\hat{Y}_{0\ldots,M-1}[k]).$$

3) Phase Consistency

Compute the variance of $\hat{p}_{0,\ldots,M-1}{}^{k}$ across all columns to obtain $\operatorname{Var}(\hat{p}_{0,\ldots,M-1}{}^{k})$ with accordance to Eq. 4. This provides a phase consistency measure for every vertical spatial frequency k in the range $k\in[k_{low}, k_{high}]$.

4) Choose Candidate Banding Frequency Based on Phase Consistency

Determine the vertical spatial frequency with lowest variance $\operatorname{Var}(\hat{p}_{0\ldots,M-1}{}^{k})$ in the frequency range $[k_{low}, k_{high}]$:

$$k_{cp} = \underset{k\in[k_{low},k_{high}]}{\operatorname{argmin}} \left(\operatorname{Var}(\hat{p}^{k}_{0,\ldots,M-1})\right) \quad (6)$$

5) Dip Quality

Define left-handed and right-handed dip quality measures as

$$q_l = \frac{\operatorname{Var}(\hat{p}^{k_{cp}-4}_{0,\ldots,M-1})}{\operatorname{Var}(\hat{p}^{k_{cp}}_{0,\ldots,M-1})} \text{ and } q_r = \frac{\operatorname{Var}(\hat{p}^{k_{cp}+4}_{0,\ldots,M-1})}{\operatorname{Var}(\hat{p}^{k_{cp}}_{0,\ldots,M-1})},$$

respectively.

Define dip quality measure as

$$q_{dip}=(q_l+q_r)/2 \quad (7)$$

6) 2D DFT of Original Frame

Compute the M×N DFT of the original (non-windowed) frame f[m,n] to obtain $F[k_h, k_v]$. Ensure that the DFT spectrum is centered around the dc component.

7) Magnitude Filtering

Apply magnitude filtering, as described in Sec. 3, to vertical frequency components. The result is a ID filtered magnitude sequence $|F'[0, k_v]|$.

8) Choose Candidate Banding Frequency Based on Filtered Magnitude

Determine the vertical spatial frequency with highest filtered magnitude value in the frequency range $k_v\in[k_{low}, k_{high}]$:

$$k_{cm} = \underset{k_v\in[k_{low},k_{high}]}{\operatorname{argmax}} \left(|F'[0, k_v]|\right) \quad (8)$$

9) Rejection Criteria

If at least one of the following conditions is true, the frame under question is rejected and no "hit" is registered:

a. $q_{dip}<1.5$ (low dip quality)

b. $|F'[\mathbf{0},k_{cm}]|<0$ (negative-valued filtered magnitude)

c. $|k_{cp}-k_{cm}|>2$ (significant disagreement between phase-based and magnitude-based candidate frequencies)

Note that the above threshold values were experimentally determined to provide good performance.

If none of the above conditions hold, define the low-precision estimate of the banding frequency as $k_{BL,1}=k_{cm}$ and proceed to Steps 11-12 or Steps 13-14.

10) Interpolated ID DFTs (Zero-Padding)

Columns $\hat{y}_{0,\ldots,M-1}$ of the windowed frame $\hat{f}$[m,n] are zero-padded to length N'>N, yielding M N'-length columns $\hat{y}'_{0,\ldots,M-1}$. Choice of N' depends on the desired level of precision in banding frequency detection. Apply Step 2 to $\hat{y}'_{0,\ldots,M-1}$ to compute M N'-length spectra $\hat{Y}'_{0,\ldots,M-1}$.

11) Phase Consistency in the Neighborhood of Low-Precision Estimate

Let

$$k'_a = \text{round}\left(N' \frac{k_{BL,l} - 4}{N}\right) \text{ and } k'_b = \text{round}\left(N' \frac{k_{BL,l} + 4}{N}\right).$$

Apply Steps 3-5 to $\hat{Y}'_{0,\ldots,M-1}[k']$ specifically for the frequency range $k\zeta_a \le k' \le k'_b$.

Define the high-precision estimate of the banding frequency as

$$k_{BL,h} = \underset{k' \in [k'_a, k'_b]}{\text{argmin}} \left(\text{Var}(\hat{p}^{rk'}_{0,\ldots,M-1})\right), \quad (9)$$

$$\text{where } \hat{p}^{rk'}_{0,\ldots,M-1} = \exp\left(j \cdot \angle \hat{Y}'_{0,\ldots,M-1}[k']\right).$$

12) Interpolated 1D DFT (Zero-Padding) of Row-Averaged Intensity

Compute the average intensity of each row in the windowed frame $\hat{I}[m,n]$ to obtain $\hat{y}_{avg}$. Zero-pad $\hat{y}_{avg}$ to length N'>N, yielding an N'-length column $\hat{y}_{avg}'$. Choice of N' depends on the desired level of precision in banding frequency detection. Compute the N'-length DFT of $\hat{y}_{avg}'$ to obtain $\hat{Y}_{avg}'$.

13) Peak Magnitude in the Neighborhood of Low-Precision Estimate

Let

$$k'_a = \text{round}\left(N' \frac{k_{BL,l} - 4}{N}\right) \text{ and } k'_b = \text{round}\left(N' \frac{k_{BL,l} + 4}{N}\right).$$

Define the high-precision estimate of the banding frequency as

$$k_{BL,h} = \underset{k' \in [k'_a, k'_b]}{\text{argmax}} \left(\left|\hat{Y}'_{avg}[k']\right|\right) \quad (10)$$

14) Convert Banding Frequency to DPR Modulation Frequency

Let ρ_s denote the row sampling frequency of the rolling shutter image sensor. The DPR modulation frequency β corresponding to $k_{BL,h}$ is then given by

$$\beta = \rho_s \frac{k_{BL,h}}{N'}. \quad (11)$$

ρ_s can be determined experimentally by calibrating detection results obtained for a known modulation signal.

Camera Switching

When utilizing mobile device receiver **103** to receive DPR modulated signals as part of a light positioning system, one aspect of the process is to identify which sensors to use. Because many mobile devices **103** contain multiple sensors (for example, consider smartphones that contain both front and rear cameras), some embodiments include an algorithm to decide which camera sensor to use at a particular point in time. For example, consider the situation in FIG. **47**, where a user **4702***a* is walking underneath light source **4401***a*, emitting a DPR modulated spot signal onto the floor **4701**. The user's mobile device **4703***a* contains both a front and rear camera. As the user walks past the DPR illuminated spot **4701**, the rear camera is the first sensor to capture the image. When the user walks further along, the front facing camera is positioned underneath the light. In this scenario, some embodiments use an algorithm to decide which camera to use when receiving the light signals.

FIG. **55** contains an implementation of a smart camera switching algorithm. Select sensors **5501** first decides which sensors to use. The decision for what sensor to use depends on a number of factors. In one embodiment, the mobile device could use information about its orientation, using sensor readings gathered from the gyroscope, compass, accelerometer, or computer vision, and then use that to determine which camera to choose. For example, if the device were to recognize that it was oriented such that the rear camera was facing the ceiling, select sensors **5501** would first choose the rear sensor to receive the beacon based light positioning signal, as opposed to defaulting to the front camera. After selecting a sensor **5501**, initialize sensors **3001** sets the required hardware and software sensor parameters as described in FIG. **30**. Once the sensors have been selected and initialized, Tone (s) Detected? **5502** implements a DPR demodulation algorithm to analyze incoming image/video frames for the presence of DPR tones. An output of the DPR demodulation algorithms is a confidence score representing the likelihood that a DPR tone is present in the received images. If Tone(s) Detected? **5502** returns TRUE, then the algorithm terminates. If Tone (s) Detected? **5502** returns false, Continue Checking? **5503** decides whether or not to try the remaining camera sensors. The decision is governed by factors including battery life, location refresh time, and accuracy requirements. If Continue Checking? **5503** continues the algorithm the cycle repeats, otherwise it is terminated.

Hiding Camera Preview

The primary functionality of most image sensors on mobile devices is recording multimedia content in the form of video or photographs. In those use cases, it is desirable to display a preview feed of what the camera is recording before actually shooting the video/photo. On most mobile device's **103**, displaying this preview feed is the default mode when using the camera. On some mobile device API's, the software actually requires the application to display a preview feed such that if a feed is not being displayed, the device is not allowed to record data.

For a mobile device **103** that is receiving DPR modulated light signals, it is desirable to hide the camera feed during DPR demodulation. For example, consider the case of a user walking around a retail store, using an in-store map to discover where items are within the store. If the mobile device application framework required the camera preview to be displayed, it would interrupt the user's interaction with the mobile app. Furthermore, since there are a number of different camera tweaks that can be applied during DPR demodulation (for example, modifying the exposure, focus, zoom, etc.), the camera preview image quality would be low.

The present disclosure has explored a number of workarounds to the restrictions imposed by device APIs around the camera preview requirements. In one embodiment, the mobile device creates a surface that is a single pixel in size, and then passes this surface as the camera preview. The surface is an area on the mobile device for displaying information to a user. This fulfills the requirement of the mobile device API that it is presented a surface to write to. Because the surface is only a pixel wide, the present system effectively tricks the API, since the mobile device user cannot

see the individual pixels surface. In another embodiment, the mobile device simply does not create a camera preview surface.

Location Dependent Demodulation Algorithms

One aspect of DPR demodulation algorithms is that the performance of such algorithms varies from location to location. For example, consider a situation in which the floor of a building contains stripes or other noise generating artifacts. The presence of artifacts on the floor adds significant noise into the DPR signal. As discussed previously, both the front and the rear camera can be used to recover DPR modulated signals. However, in a situation with the presence of noise on the rear camera, it would undesirable to use the rear camera at all. To account for situations such as this, the present disclosure could use location-dependent demodulation algorithms. Using algorithm performance information gathered from mobile device users **4402***a-b*, the remote server **703** maintains records of which algorithms perform the best in various situations. These algorithms also can be tied to specific device profiles, such that different mobile phones utilize different location-dependent algorithms. Furthermore, the location-dependent algorithms also take into account which camera is being used. Typically, the performance characteristics for algorithms vary depending on the image sensor type and the position on the mobile device. In the case of typical smartphones, it is desirable to use a different algorithm on the front versus the rear. For example, in one embodiment of the present disclosure the phase variance algorithm has better performance on the front camera versus the rear camera.

A method for intelligently choosing the appropriate demodulation to use in a given scenario is presented in FIG. **54**. First, an image sensor is selected and sampled **5401**. This image sensor could be one of many sensors on the device (for example, either the front or rear sensor). An algorithm for actually selecting the sensor is presented in FIG. **55**. After the sensor is selected, a demodulation algorithm is chosen **5402**. There are a variety of factors that can go into selecting the appropriate demodulation algorithm. The most important parameters are which image sensor is currently being used, and which location the mobile device **103** is within. The mobile device **103** can send a request to a remote server **703** to find out which algorithm is appropriate for its current environment. Upon selecting an algorithm, the algorithm is implemented and the quality of the signal is reported **5403**. The quality of the signal is measured using a number of different metrics, as described previously. After the quality of the signal has been determined, the algorithm might be adjusted **5404**. Adjustments to the algorithm could include changes to algorithms parameters such as the sampling rate, exposure time, or other such parameters as described previously. The adjustments also can include changing the actual choice of algorithm.

After the algorithm has been adjusted **5404**. Movement Detected/Environment Change? **5405** is used to determine whether or not the mobile device has changed its location. If the mobile device changes location, the image sensor is initialized and the sampling algorithm resamples at the beginning.

Interpolation

When using a light positioning system, it is often the case that a mobile device receiver can receive signals from multiple lights simultaneously. Consider the situation presented in FIG. **57**. Mobile device user **5701** is within view of light spots **5702***a*, **5702***b*, and **5702***c*. Because the user **5701** is not positioned directly underneath any particular light, it is desirable to use the relative signal strengths for each light to interpolate the position of the mobile device receiver **5703** from the lights. A mobile device **5703** detects quality signals from two light sources **5702***a* and **5702***b*. For each quality signal, the magnitude of the signal is taken into account before resolving the exact location. A simple algorithm is to take the average of the light locations, each weighted by the total signal strength. For a given set of n magnitudes m_a and light coordinates x_a, the position of the mobile device **5703** is x, where:

$$x = \frac{\sum_{a=0}^{n} x_a m_a}{\sum m}$$

Each coordinate is weighted against the total sum of signal strengths as part of the averaging process. The result is a set of coordinates that indicate the user's position.

In addition to weighting the total signal strength, the mobile device **5703** also can use information gathered from multiple image sensors, as well as information about the geometry of the room and the orientation of the device, to improve the positioning calculation. At this point, the device will have resolved a separate coordinate for the rear camera, and for the front camera. The device lies somewhere in between these coordinates. Using the geometry in FIG. 6 described U.S. patent application Ser. No. 13/526,773 filed Jun. 19, 2012 entitled "Method And System For Digital Pulse Recognition Demodulation," the entire contents of which are hereby incorporated by reference, where x_f is the coordinate resolved from the front camera, x_r is the coordinate resolved from the rear camera, and $r_h=h_1/h_2$ is the ratio of the height of the device to the height of the ceiling, we can resolve the actual coordinate of the device, x_a using:

$$x_a = r_h(x_f - x_b) + x_b$$

Repeat Identifiers

One potential issue that arises in a light based positioning system is the possibility of repeat light identifiers. Because the identification code on each light source is not guaranteed to be globally unique, additional techniques can be to resolve which identifier is currently being identified. In order to "narrow down" the possible candidates for which light bulb is being currently detected by the camera, an initial, broad location can be determined using geofencing. This is done via the GPS sensor of the device, or alternative sensors such as WiFi, Bluetooth, ultrasound, or other location technologies that would be readily be understood by a person of ordinary skill in the art. Once the location sensor returns a location, a list of nearby light sources and their corresponding identification codes is retrieved. These lights will become the "candidates." Any identification code detected by the mobile device's **103** image sensor will be compared against this list of candidate lights in order to determine the device's location. This process happens every time the mobile device **103** detects a major location change.

FIG. **56** presents an algorithm for resolving between multiple light identifiers. Acquire Candidates **5601** fetches a list of nearby light identifiers. The list of nearby identifiers becomes the candidates new light identifiers will be compared to. Examine recent identifiers **5602** then looks at the list of light identifiers that the mobile device **103** has recently seen. Determine distance from candidate **5603** then computes the distance between the current recently seen identifier and the second most recently seen identifier. This distance is defined as the difference between the signals. The concept is quite similar to a Hamming Distance, which measures the

minimum number of substitutions required to change one code-word to another. Each of these candidate distances are stored in a buffer **5604**. Candidates Remaining? **5605** continues to evaluate light signatures until all the candidates have been added to the candidate distance buffer. After all the signals have gathered and their distances are computed, Analyze Candidate Set **5606** looks at the candidate signals, their distances, and then ascertains which candidate is most likely.

Quality Score Determination

A challenge when using a light based positioning system is determining whether or not a current signal contains the light identification signature. In order to quantify this, the present disclosure contains a quality score that measures the quality of the current detection. This quality score is analogous to a signal to noise ratio. A signal to noise ratio can be defined as the ratio of the power between a signal and the background noise. This can be measured in a number of ways, including taking the average power of each, the root mean square (RMS) of the respective powers, or the ratios in decibels. The present disclosure contains multiple methods for determining signal quality. In one embodiment, the quality score can be defined as the ratio of magnitudes of peaks of the signal spectrum. An algorithm first checks that all peaks of the spectrum are above a specified threshold, and then measures the ratio of the highest peak to the second highest peak. Another component of the quality score can be the distance of the peaks from the expected location of the peaks. For example, if a mobile device **103** were demodulating a DPR signal that was known to use the frequencies 1000 Hz, 1100 Hz, and 1200 Hz, and the receiver detected a signal of 800 Hz, the mobile device receiver's quality score would take into account the 200 Hz difference between the detected frequency 800 Hz and the closest known frequency of 1000 Hz.

In addition to using analytical techniques such as ratio of peaks and distance between peaks, quality score determination also can be performed using pattern recognition algorithms. Pattern recognition algorithms are concerned with providing a label for a given set of data. Such algorithms output a confidence score associated with their choice, which can be used as the quality metric. If the quality metric/confidence score is too low, then the algorithm flags the result as not containing a signal. In the context of a light positioning system, this refers to a situation where the output of the demodulation algorithm is ignored. There are a number of techniques for pattern recognition, including neural networks, Bayes classifiers, kernel estimation, regression, principal component analysis, Kalman filters, or other such algorithms that would be readily understood by a person of ordinary skill in the art.

Lighting Control System

In a variety of use cases, it is desirable to control certain aspects such as the brightness, color, schedule, or direction of a light. There are a number of technologies for lighting control, including both wireless systems such as Zigbee, WiFi, and 6LowPan, as well as wired technologies such as DMX or other standard lighting control protocols. An important component of a lighting control system is the ability to know the physical locations of the lights such that they can be controlled.

For example, if a user wanted to remotely control a light in a particular room, the central controller would need to know the locations of all lights within a building. Furthermore, a user might want to only control lights in their direct vicinity. Consider the situation in FIG. **58**, where a mobile device user **5803** is standing underneath DPR enabled lights **5802***b* and **5802***c*. Each light **5802***a-c* is broadcasting a DPR modulated signal, which mobile device **5804** detects using its sensors. The mobile device then computes its indoor location, using the algorithms discussed previously. The mobile device user **5803** is granted permission to control the lights **5802***a-c* around them. In one embodiment of the present disclosure, the mobile device user has a "lighting profile" that is associated with them. This lighting profile is used to adjust the lights in the room automatically, depending on the user's preferences.

Lighting Control System Commissioning

A common problem when configuring a lighting system is identifying the physical locations of lights for the purposes of lighting control. There are two steps when configuring a networked lighting control system. One step is network discovery, which is the problem of identifying devices on the lighting network. In one embodiment, based on wired connections, devices on the network may be connected through power line communication (PLC), Ethernet, fibre optics, or other wired communication as would be readily understood by one of ordinary skill in the art. In another embodiment, the light sources can be connected wirelessly using protocols such as WiFi, Zigbee, Bluetooth, 6LowPan, or other protocols that would be readily understood by a worker skilled in the art. In both embodiments, the problem of network discovery is accounted for in the underlying protocol, during which each device within the network is assigned a unique identifier.

The second step of configuring a networked lighting control system is determining the physical location of each light within the system. There are a number of existing techniques for doing this, all of which rely on lots of manual labor on the part of the individual tasked with performing the commissioning. The present disclosure provides a method by which beacon based light sources broadcast a self-identifying pattern that is recognizable by a mobile device receiver. This self-identifying pattern can be used to assign the location of the light source when commissioning a light positioning system. In one embodiment, the signal is demodulated using digital pulse recognition (DPR) techniques on an image sensor present on mobile device **5804**.

Consider the situation presented in FIG. **58**. Mobile device user **5803** stands underneath light sources **5802***a-c*. Each light source **5802***a-c* is broadcasting DPR modulated signals, and is connected to a network **5801**. The lights be can networked using any standard networking technique. As the mobile device user **5803** receives information through the light signals, they can use the received signals to commission the system. Mobile device user **5803** receives the light signals, and then assigns them a physical location within a building. The mobile device user can do the physical position assignment using a user interface like the one described in FIG. **48**, or via other inputs that would be readily available.

For a networked lighting system, like the one presented in FIG. **58**, it is desirable to provide a mobile device user **5803** with the ability to control the lights both locally and remotely. If the lights are networked, the mobile device user **5803** could control the lights by selecting them manually via the user interface terminal. The lights could also adjust depending on the time of day, occupancy sensors, current energy prices, ambient light readings, or user preferences. Transmitting an identifier through a modulated light **5802***c*, which could be modulated using DPR modulation, to a mobile device **5804**, allows the mobile device user to directly control the light source. For example, consider the case where mobile device user **5803** is standing underneath light source **5802***c*, receiving a light identifier for the light source. The mobile device user could then send the identifier to a lighting control module, along with a set of instructions to control the light source **5802***c*. This set of instructions could include the color, bright-

ness, light direction, time varying signal, on/off schedule or any other parameters of the light source that a user would control. The light identifier could either be the network identifier of the light source (for example, the IP address if the light source were controlled over TCP/IP), or an identifier that could be correlated with the light source through the lighting controller.

Smart Light Bulb Reporting

Acquiring metrics for light sources is typically a very cumbersome process. In most cases, a person wishing to measure light source metrics needs a special handset equipped with a multitude of sensors. This reporting process is labor intensive, expensive, and limited in the amount of data that it can gather. Data about how a light source performs over time is of large interest to light source manufacturers, who want to track how their products perform outside of their internal test facilities.

There are a number of metrics that a bulb may want to report. These include total time on, age, color shift, temperature history, current fluctuations, voltage fluctuations, individual LED performance, barometric pressure readings, dimming statistics, color statistics, manufacturer origin, parts included within the bulb, network status, or other such information that could be connected to the light source.

FIG. **46** presents a system by which a light source uses a light based communication channel to report information about itself. A processing unit **4602** interfaces with sensors **4603**. Possible sensors include temperature, color temperature, electrical, barometric, network, or any other sensor that could be added by one skilled in the art. The processing **4602** acquires readings from the sensors at regular intervals, and then broadcasts those readings through modulator **4607**. Modulator **4607** is responsible for modulating the light output of light source **103**. In one embodiment of the present disclosure, modulator **4607** is a DPR modulator, as described previously in FIG. **21**. Data **4602** is passed from sensors **4603** to processing unit **4602**, before being sent to Encoder **2102**. The packet structure could be determined either in the processing unit **4602** or the modulator **4607**. Within the packet, in addition to the standard start bits, data bits, and error bits, there could also be metadata tags that indicate the type of information in the packet. For example, there could be a special header that would indicate that the packet contains information about bulb longevity. The header could contain the length of the bulb longevity portion, or the length could be set as a predetermined portion. The header could also include an identifier to indicate which packet was being transmitted in a series of packets. This can be used for situations in which multiple pieces of data are being transmitted in succession. The design of a packet is well understood by workers of ordinary skill in the art. The present disclosure includes a packet structure that contains an identifier for the light source, light source dimming information, longevity, temperature, and color temperature.

A timestamp is added to the data by the mobile device receiver **103**. After the mobile device receiver completes demodulation of the packet, the receiver can either send the data to a remote server for storage, or store it locally. In the case of a poor network connection, the receiver device **103** would store the light source information before transmitting the data to a server once a sufficient connection is formed. In this way, mobile device receivers can crowd source the collection of information about light source performance, without having to do manual surveying. This could be done in conjunction with light sources providing an indoor positioning service.

Bar Code Scanner

Given the security issues with QR codes, and the lack of NFC-enabled devices, demand exists for a secure, one-way authentication method that works on mobile devices available today. This disclosure describes a device that uses an optical signal for transmitting a secure, one-way authentication code. The signal is received using an optical sensor present on many mobile devices. This optical sensor can be an image sensor that is part of a mobile device's camera, a photodiode, a reverse-biased LED, or any other optical receiver that would be readily understood by a person of ordinary skill in the art. The optical signal may be transmitted via visible light, as most camera-enabled mobile devices are capable of receiving information transmitted via a visible light signal. In some embodiments, the signal may be transmitted in the infrared spectrum, using an IR LED or other similar emitter. For mobile device cameras that include infrared filters that may prevent such a signal from being received, a visible light signal is preferred.

A common problem for employees of retail stores, hospitals, warehouses, or other such locations is physically tagging the location of objects, products, and supplies. For example, retail employees are frequently tasked with scanning barcodes when performing inventory in store. Typically, after an employee scans a code, they must manually input the location of the product into the system. To speed up this process, the presentsystem utilizes light based positioning in conjunction with barcode scanning. FIG. **59** contains a depiction of a mobile device user **5901** standing underneath light sources **4401***a-c*, each broadcasting a modulated light signal. When the mobile device user successfully scans a product code **5902**, the product code is uploaded to a remote server along with its current position, which is derived using light positioning. This reduces the manual labor required on the part of the mobile device user. The product code could be a bar code, QR code, product photo, RF-ID, photo, or any other tag that would be readily understood by a person skilled in the art.

Alternative Sensors for DPR Demodulation

Using an image sensor which utilizes a rolling shutter mechanism for exposing the image is a convenient method for performing DPR demodulation on today's mobile devices. This is because the vast majority of devices contain CMOS sensors for capturing multimedia content. However, other image sensors can be used. The CMOS sensor is convenient because the rolling shutter functionality acts as a time-domain sample of the illuminated DPR signal. However, this functionality can be replicated on any type of optical sensor. For example, if instead of rolling shutter CMOS a global shutter charge coupled device "CCD" sensor was used, the sampling function would simply change from a single frame to multiple frame analysis. Light intensity fluctuations of individual pixels on the recovered image can be sampled across multiple frames. If a photodiode were used as the sensor, the photodiode would be sampled by an analog to digital converter and then sent to a processing unit. In all of these cases, the only aspect that changes is the response function of the receiving device. One of ordinary skill in the art would readily understand the requirements to support DPR demodulation on alternative receivers, including but not limited to photodiodes and global shutter image sensors.

DPR Enclosure Module

FIG. **60** describes a physical DPR enclosure **6001** which contains the DPR modulator **6004** and stress relieved **6003***a-b* incoming connections **6002** and outgoing connections **6005**.

The techniques and methods disclosed for use in light based positioning systems can be used with a variety of camera equipped mobile or stationary devices, such as: mobile

phones, tablet computers, netbooks, laptops, desktops, or custom designed hardware. Further, the scope of the present invention is not limited to the above described embodiments, but rather is defined by the appended claims. These claims represent modifications and improvements to what has been described.

Electrical Design

FIG. **61** depicts a Self-Identifying Optical Transmitter **6101** in accordance with some embodiments, which transmits an identifier via an optical signal. In some embodiments, the Self-Identifying Optical Transmitter **6101** may also transmit additional data using the optical signal. Processing Unit **6104** sends a signal to modulator **6105**. Processor Unit **6104** can come in the form of a microcontroller, FPGA, series of logic gates, or other such computing element that would be readily understood by a person of ordinary skill in the art. The processing unit can also be a series of logic elements/switches controlled via analog circuitry. To minimize power consumption, the processing unit can be configured to operate in a low power state. Minimizing power consumption can be important in the case of a battery-powered system. The Self-Identifying Optical Transmitter **6101** receives power from Power Source **6103**. In some embodiments, Power Source **6103** is a battery-powered system. Power Source **6103** can also be in the form of an external power source. The Processing Unit **6104** contains a Data Interface **6109**, which can be used to program the device, exchange data, or load information to be transmitted across Light Output **6110**. An executable program for Processing Unit **6104** may be pre-loaded before the Self-Identifying Optical Transmitter **6101** is deployed. This program may be in the form of one or more software modules. The processing unit contains a non-volatile memory storage area **6102** for storing information to be transmitted across the Light Output **6110**. This information can include an identifier for the Light Output **6110**. The identifier can be a quasi-unique identifier, or globally unique if the identifiers were centrally-managed or pre-configured. This quasi-unique random identifier is received on the mobile device, which then verifies that the mobile device came into close proximity with the self-identifying one-way optical transmitter. In some embodiments, the data transmission may include data in addition to the identifier, such as meta-data. For example, the optical data transmission stream can include information about the current battery state of the device. This information can be used to inform the owner of the device that it is time to change the battery.

Modulator **6105** is used to control the power transmitted through the light source, thus driving the optically encoded signal in Light Output **6110**. Modulator **6105** can come in the form of a MOSFET. BJT, transistor switch, discharge circuit, or any such device for controlling current/voltage that would be understood by a person of ordinary skill in the art.

Light source **6106** may take an electrical input from modulator **6105** and convert it into an optical signal. In some embodiments, light source **6106** may include light emitting diodes (LEDs). LEDs may be current-driven devices, in which case the brightness of the LED is proportional to the current being driven through it. In other embodiments, the LEDs may be voltage-controlled, or other light sources aside from LEDs may be used that have different current/voltage characteristics. The light sources pulse the electrical signal received from the modulator in an optical format.

Optics **6108** disperse the optical signal **6107** emitted from the light source **6106** to improve the ability of a mobile device **6203**, as represented in FIG. **62**, to receive and interpret the Light Output **6110**. There are a number of reasons for this. For example, in the case of light source **6106** including LEDs, the optical signal **6107** may be emitted from a single point source. Because it is desirable to allow a mobile device user to quickly scan their mobile device past the self-identifying optical transmitter, increasing the surface area of the optical signal may helpfully reduce the time used by a mobile device user to align their mobile device with the light source **6106**. Furthermore, because mobile devices **6203** can come in many different form factors, it is desirable to have a wide surface area in order to support many different mobile devices. Dispersing the optical signal also reduces the likelihood that the brightness of individual point LED sources will wash out the image sensor on mobile device receiver **6203**. Furthermore, viewing an LED with the naked eye without dispersing the light may annoy users.

FIG. **62** represents the use of self-identifying optical transmitters by museum patrons in a museum space, in accordance with some embodiments. This representation includes a museum space **6205**, museum patrons **6201** and **6204**, mobile device **6203** held by museum patron **6204**, and self-identifying one-way optical transmitters **6202***a*-**6202***d*. In these embodiments, museum patrons **6201** and **6204** equipped with mobile devices browse a museum space **6205** and may desire additional information about the exhibits of the space. Self-identifying one-way optical transmitters **6202***a*-**6202***d* may be positioned throughout the exhibit **6205**. These transmitters may be strategically placed near points of particular interest, near points frequently visited by museum patrons, near points that are easily accessible by users of mobile devices, or in any other configuration within a space. The self-identifying optical transmitters may be mounted or placed vertically, horizontally, or at any other angle within the space. The self-identifying optical transmitters may be mounted or placed on walls, pedestals, displays, ceilings, or any other place visible by users of mobile devices. Self-identifying optical transmitters may also be positioned in other types of spaces, such as grocery stores, shopping malls, or transit stations. One or many self-identifying optical transmitters may be placed in these sites.

Within the museum space **6205** that is equipped with self-identifying optical transmitters **6202***a*-**6202***d*, museum patron and mobile device user **6204** may tap their mobile device **6203** onto the self-identifying one-way optical transmitter **6202***d*. The museum patron may do this because he or she desires more information about the portion of the museum space in which he or she is located, because he or she wishes to report an error about the space, or for any other reason. This self-identifying one-way optical transmitter **6202***d* is mounted on a wall within the museum space **6205**, and the light output from the transmitter may be received by an image sensor of the mobile device **6203**. A user does not necessarily need to tap their mobile device onto one of the self-identifying optical transmitters, but instead may place their mobile device in any position where it is able to receive the light output from a self-identifying optical transmitter. Upon receipt of the light output, the mobile device **6203** may interpret the light output as a code. This code can be used to pull up additional content associated with the current location of self-identifying optical transmitter **6202***d* within the museum space **6205**. In the case of a retail store, the code may be used to depict an advertisement, acquire a coupon, receive credit for visiting a location, order an item, call for customer service, or pull up an online order form. Any other information by be received and interpreted by the mobile device **6203** and then related to the location of the mobile device **6203**.

In addition to using a self-identifying transmitter such as the one described in FIG. **61** to receive information, as described above, a mobile device user **6201** or **6204** may use

the self-identifying optical transmitters **6202***a*-**6202***d* to assign content to a particular location. For example, a common scenario when taking photographs is to tag the photograph to a particular physical location. The EXIF format, which defines meta-data tags that are added to images, specifically builds in a standard set of tags for location information. These tags are commonly added when taking photographs with a GPS enabled mobile device.

A mobile device user can utilize, for example, the self-identifying transmitter **6202***a* to geo-tag media, in the same way that GPS is used to geo-tag a picture. Note that the word geo-tag refers to associating a piece of digital media with a particular location. This location can be derived by the self-identifying transmitter, or by using position derived from light as described above. In the case of mobile device user **6201** taking a picture, this user may first tap their mobile device onto self-identifying transmitter **6202***a* and thus associate that picture with the transmitter **6202***a*. The picture can then be uploaded to a remote server, with the corresponding identifier used to associate the picture with the self-identifying transmitter **6202***a*. In some embodiments, the geo-tagging information may be derived from an overhead light positioning system, such as the one described previously in U.S. patent application Ser. No. 13/526,773 filed Jun. 19, 2012 entitled "Method and System For Digital Pulse Recognition Demodulation." Note that the media is not necessarily limited to photos, but can take the form of audio recordings, movies, video, user generated text, or any such media that can be generated.

FIG. **63** is a representation of a self-identifying optical transmitter **6301**. The transmitter includes light sources **6303***a* and **6303***b* that emit light towards a surface **6302**. The self-identifying optical transmitter **6301** may be placed in a museum, a retail store, or any other location where the optical signal emitted by the light sources may be accessible by a mobile device user. Although FIG. **63** depicts one embodiment of a self-identifying optical transmitter, a variety of housing shapes, material types, and light source placements may be used for altering or improving the optical performance of the self-identifying optical transmitter **6301**. A different number of light sources may also be used. In some embodiments, the light sources may be LED point sources. In these and other embodiments, the light sources may be are reflected off of a surface **6302**. Reflecting the light from the light sources in this way may increase the area across which the light may be received. The surface is ideally colored white, but can be any color that sufficiently reflects the light from light sources **6303***a* and **6303***b*. The light sources **6303***a* and **6303***b* can also have lensing on them in order to disperse the optical signal they emit. The lensing may be placed directly over the light sources, or on some other portion of the self-identifying optical transmitter. For example, in the case of a red light source being used, the surface can be colored in a different way in order to increase the reflectiveness. Note that the surface **6202** can be angled, flat, rounded, or another such shape that would be understood by a person of ordinary skill in the art. In some embodiments, a lens may be placed at an angle to surface **6202** such that the light sources are enclosed within the self-identifying optical transmitter and the lens.

FIG. **64** is another representation of a self-identifying optical transmitter **6401**, according to some embodiments. The self-identifying optical transmitter **6401** may contain one or more light sources (not shown) and be enclosed by lensing **6402** to disperse the light from the light sources. A mobile device user may place their mobile device near the self-identifying optical transmitter **6401** or tap their mobile device onto the lensing **6402** itself. The shape of the lens may be round, flat, or any other shape that disperses the light source. Frosted lenses are a popular and effective choice for light dispersion, but any lens may be used. In some embodiments, lensing can be combined with a reflective surface within the self-identifying optical transmitter **6401** to improve the signal dispersion characteristics even further. In yet other embodiments, the top of the lens **6402** may be covered with a film or partially transparent surface to further improve optical dispersion.

FIG. **65** depicts a self-identifying optical transmitter **6501** with a rounded lens **6502**, in accordance with some embodiments. As with the optical transmitters described above, the self-identifying optical transmitter **6501** may contain on or more light sources and a user may place their mobile device or near the transmitter to receive an optical signal broadcast from the light sources. The rounded lens can be of any dimension. A rounded lens holds advantages in terms of appearance and user experience. Since the rounded lens is raised, it forms an easier surface onto which a user may tap their mobile device. This is because the flat form factor of a typical mobile device will rest tangential to the curved surface of the rounded lens, making it unlikely that the camera lens will rest directly on the surface of the lens. Some separation between the lens and the surface is desirable to avoid washing out the image sensor.

FIG. **66** illustrates another possible implementation of a self-identifying optical transmitter **6601**, in accordance with some embodiments. The self-identifying optical transmitter **6601** includes four light sources **6602***a*-**6602***d* arranged inside of a housing. A different number of light sources may also be used. The light sources **6602***a*-**6602***d* may be LED light sources. These light sources project a signal within and around the transmitter device. Having multiple light sources may improve the optical power of the transmitter. Arranging the light source at different position and angles within the self-identifying optical transmitter may increases the range and areas within which the optical signals broadcast may be received by a mobile device. However, some embodiments with multiple light sources have the disadvantage of possibly lowering the battery life because more light sources may draw a higher current. Each light source **6602***a-d* may contain individual lenses.

Conserving power, and reducing the light output for aesthetic purposes, is a desired feature of a self-identifying broadcast light source. One way to achieve this is by having the Processing Unit **6104** operate in a low power state. Another method for improving the lifetime and power consumption of a stand-alone optical-transmitter is to power cycle the device when it is not being used. There are a number of ways to achieve this. In some embodiments, there may be a proximity sensor on the transmitter device **6101**. This proximity sensor is responsible for powering up the transmitter device **6101** when a user comes close to it. This ensures that the transmitter broadcasts the optical signal when there is a user nearby to receive it. Other embodiments have a mechanical button or switch that the user taps to turn on the light. Other embodiments may include an inductive or capacitive circuit that is triggered upon contact with the mobile device **6101**. All of these possible external inputs can connect to the self-identifying optical transmitter **6101** through data interface **6109**.

Modulation

In some embodiments, digital pulse recognition (DPR) modulation is used to modulate the light source **6106** to transmit the light output **6110**. As described previously in U.S. patent application Ser. No. 13/526,773 filed Jun. 19,

2012 entitled "Method and System For Digital Pulse Recognition Demodulation," DPR modulation pulses the light source with a light pattern. A mobile device receiver demodulates the signal by exploiting the rolling shutter mechanism on a CMOS image sensor. The receiver examines the incoming images for patterns encoded within the light pulses.

In other embodiments, changing color patterns can be used to transmit an identifier. In embodiments where light source **6106** includes RGB LEDs, the information may be encoded into a series of changing color patterns. A mobile device receiver **6203** can examine the pattern of color shifts and decode the corresponding identifier. Note in both embodiments that use DPR modulation and embodiments that use color modulation, the information transfer is not necessarily limited to the transmission of an identifier. Additional information can also be encoded into the series of light pulses. This can include the battery state of the transmitter, total time on, or data sent via Data Interface **6109**. Note that Data Interface **6109** can connect with any arbitrary data source.

In some embodiments, pulse width modulation (PWM) may be used to transmit an arbitrary signal. PWM is a desirable choice of modulating LED sources because it reduces color shift in the LEDs. Because the color-shift of an LED changes depending on the amount of current that is driven through it, it is desirable to transmit a fixed current through the LEDs, and control the brightness by varying the time the LED is "on." For this reason, many LED light sources use PWM dimming techniques, as opposed to constant current techniques that can cause color shift. By using PWM to construct an arbitrary waveform, information transfer can be facilitated across an optical channel while preserving the color quality of the LED output. PWM modulation is used to transmit an arbitrary signal by varying the duty cycle of a pulse at a set frequency. The width of the pulse represents a quantization of the amplitude of the arbitrary signal at a point in time.

To facilitate the transfer of an arbitrary signal using PWM modulation, first a carrier frequency is chosen. The carrier frequency is the frequency of the PWM wave. The choice of carrier frequency depends on a number of factors. These include the quantization resolution of the transmitter, the clock speed of the transmitter, and the sampling rate of the receiver.

FIG. **67** illustrates an example waveform for using PWM to transmit an arbitrary signal. As discussed above, this can be used to drive an LED light source. A carrier wave **6703**, representing a PWM wave with a set frequency, is used to represent an arbitrary signal **6702**. At any point on the arbitrary signal, the width of the pulse **6701** is used to represent the amplitude of the signal **6702**. In this manner, the PWM wave may act as an analog-to-digital converter for an arbitrary signal. For example, consider the waveform presented in FIG. **67**. The PWM carrier wave has a frequency of 64 Khz. The period of the wave is 1/64 Khz, or 15.6 microseconds. At each point along the arbitrary signal **6702**, the amplitude of the signal is converted to a corresponding pulse width. So if the amplitude of the signal is 50% of its max value, the pulse width may be 50%. With a 64 Khz wave, this corresponds to a pulse width of 7.8 microseconds. If the amplitude is 25% of its max value, the pulse width may be 25%, or 3.9 microseconds. In these embodiment, an analog signal is converted to a digital representation as a pulse width. Provided that the carrier frequency is chosen to be lower than the Nyquist rate of the mobile device receiver, any arbitrary signal can be transmitted to the mobile device.

In some embodiments, this PWM wave can be used to construct a sum of sinusoids. The combination of frequencies can then be mapped to an encoding scheme to uniquely identify a light source, or transmit other such data. Possible modulation techniques that can be constructed from PWM waves include Orthogonal Frequency-Division Multiplexing, Quadrature amplitude modulation, amplitude modulation, phase-shift keying, on-off keying, pulse-position modulation, spread spectrum, or other such modulation techniques that would be understood by a person of ordinary skill in the art.

On the receiver side, there are a number of techniques for improving the capabilities of the mobile device. As described previously in U.S. patent application Ser. No. 13/526,773 filed Jun. 19, 2012 entitled "Method and System For Digital Pulse Recognition Demodulation." image sensor settings such as exposure, white balance, frame rate, and resolution may be modified in ways that improve the signal-to-noise characteristics of the receiver. In general, increasing the frame rate of the receiver increases the sampling rate, and consequently the data rate of the receiver. Furthermore, increasing the resolution of the received image also improves the receiver capabilities. This is due to the discrete nature of the sampling process. In some embodiments, when using a Fourier transform based approach to recovering the transmitted signal, increasing the resolution of the image sensor on a receiver effectively increases the number of samples. Increasing the number of samples when performing Fourier analysis may increase the frequency resolution of the Fourier transform. In applications that utilize the transmission of individual tones, or sets of tones, to identify light sources, increasing the frequency resolution is important in increasing the number of identifiers that can be transmitted. Another benefit of increasing the frequency resolution is that, in some cases, this overrides optimizations done at the image sensor level. For example, a number of image sensors may compress an image before returning it to the higher layers of the software stack. Because this compression often happens at the driver level, some camera APIs may not be able to override the compression. Data compression can cause information within the image to be lost. In the case of a DPR modulated signal, this may cause the image to lose features that carry information transmitted via the optical signal. Thus, increasing the resolution of the image sensor **501** has the dual benefit of increasing the bandwidth of the receiver **103**, as well as reducing the possibility of information loss through compression and other optimizations at the image sensor level.

Applications

Associating the media with the self-identifying transmitter, or a position derived from light, allows for users to overlay digital content onto a physical space. Future visitors to the same location can scroll through the experiences of previous visitors to the space. Users watching remotely would be able to view a live feed of activity in the space, and see digital content as it is generated. As an example, consider the situation presented in FIG. **68**. A high-brightness light source **6801** is broadcasting a modulated signal overhead. The signal **6802** may be reflected off the clouds, or other large objects. Mobile device users, such as user **6804**, can point their devices **6803** at the reflected signal **6802**, which is broadcasting an optical signal. Mobile device users can then upload text, status updates, audio, video, pictures, or other such media, which is tagged with the identifier received via the visible light signal. Remote users can then subscribe to a media feed that is tagged with the particular physical location. Users who view the cloud reflected signal **6802** can also be redirected to a web link, which can present them with advertisements, directions to a nearby restaurant, deals, additional information about a venue, a ticketing system, or other such data that would be understood by a person of ordinary skill in the art.

A common usage scenario for one-way authentication systems is verifying that a user has visited a particular location. For example, consider the situation in FIG. **69**. Mobile device user **6902** is passing through a checkout aisle **6901**. The user may be participating in a customer loyalty program, where they receive a credit for walking through the checkout aisle. In order to verify the user has actually gone through the checkout aisle, a mechanism may be used to tie the user's location to that particular location. The user **6902** may tap their mobile device **6904** onto a self-identifying optical transmitter **6903** placed near the point of interest. This transmitter **6903** transfers an identifier to the mobile **6904**, which stores the identifier to verify their position. This identifier can be used on an application running locally on the device, or transmitted to a remote server. The identifier provides a secure method by which the user's position may be verified. Combined with information about the user's identity, previous purchase history, demographics, and previous locations visited, the authenticated location transmission can be used to administer the customer loyalty program. Note that this approach has significant security advantages over QR codes, because it is very difficult to replicate the optical signal transmitted by transmitter **6903**.

Location Services Architecture

In addition to single purpose navigation and location based services, there exists the opportunity to create static and dynamically changing location based mobile services and applications on top of a general location platform that utilizes not only light based positioning technology, but radio frequency (RF) and microelectromechanical (MEMS) systems. Depending on the utilized technology, different levels of location accuracy can be leveraged to provide location-based services. For instance, GPS and GSM can be used to localize a device effectively when outdoors, RF based positioning technologies for when a device is inside a building to a medium degree of accuracy, and optical based and/or other line of sight technologies for high resolution indoors.

FIG. **70** describes the architecture of one instance of a location-based services system leveraging optical and other positioning technologies. In this example, the mobile architecture **7001** communicates with a backend **7007** infrastructure and database **7011**. The mobile architecture **7001** is made up of a native client **7006** which runs on the mobile device, which communicates with light-based signal detection libraries **7003**, location services **7002**, MEMS **7004**, and third party services **7005**. The mobile architecture **7001** communicates directly through either a local or remote backend **7007** service consisting of application services **7008** and a web portal **7009** based interface. The web portal **7009** interface is accessible by general users **7001**, system administrators, and developers who have the authority to modify, fix, or improve the backend **7007** system. In addition to the backend **7007**, a database **7011** exists to store data, applications, and plugins for the mobile architecture **7001** and backend **7007** system.

There can exist many applications that reside in the application services **7008** layer of the backend **7007** system. In one embodiment, the applications can exist as web editable plugins that can be created and instantly deployed for use with the mobile architecture **7001**. This provides the ability to update mobile devices and existing applications with new features and applications without having to change or load additional software locally to the mobile device. This architecture takes advantage of the flexibility and scalability of traditional web based technology and services. In addition to services local to the mobile device, third party services **7005** can be utilized to augment current functionality and accelerate new application development time by utilizing what is already publicly or privately available.

Location Based Plugins

In one embodiment, location based plugins can be created and stored in a database **7011** for use in location based services systems. Plugins can range in functionality and form, but generally require some level of location accuracy to be considered applicable for location-based services.

FIG. **71** describes a possible architecture for creating a location based plugin system. The native **7006** layer as described in FIG. **70** contains several web based layers **7101-7105** or "views." These web layers are stackable, and can resemble a hierarchical structure with layers found inside additional layers. The web views are desirable for the mobile architecture **7001** because they can be added, modified, or removed remotely. This can also be accomplished with a native layer application, but can be more difficult. Additionally, the native **7006** layer interacts with a web services **7107** system that communicates with a web server **7106**. The purpose of the web services **7107** is to provide the native layer **7006** with instructions on when to load a web view **7101-7105** and what information it contains. Each web layer can have its own location based plugin, which is created by a plugin service **7108**. Each plugin may have, but is not limited to, a hypertext markup language (HTML) component **7109**, a cascading style sheet (CSS) **7110** component, and a JavaScript (JS) **7111** component. These components are housed inside the plugin service **7108** architecture, which interact directly with the web services **7107** and web views **7101-7105**.

Location based services allows for contextually aware computing where mobile devices are able to intuitively interact with their environment. This ability allows mobile device users to receive and transmit digital content once they are in a physical location.

Digital Assistants

Almost any type of digital application can be turned into a location-based plugin. As seen in FIG. **72**, if a user is in a location-enabled environment **7201** and has the appropriate location plugin **7202**, the ability to trigger a location-based action **7203** is enabled if location content is available. For instance a digital assistant can be created such that when a user enters a particular area, a physical or digital representation of a remote agent is invoked on a mobile device. The representation could consist of but is not limited to an artificial intelligence engine, a virtual hologram, a video or phone call to a living person, a text message or a chat dialogue to a real or any equivalent remote agent. In one embodiment, this application could be applied to a retail environment, where a user could automatically route a customer service request to a remote agent that is a subject matter expert on the products adjacent to the user. Knowledge of the user's location allows this intelligent routing to take place, and is equivalent to a location based search request. Additional examples of location-based remote agent request routing include, but are not limited to, public buildings, factories and warehouses, museums, convention centers, schools or universities, government facilities, or commercial buildings.

Digital Notes and Work Orders

In addition to location based request routing to remote agents, location based notes or digital work orders can be created and tagged to a physical location. To consider an illustrative retail example, a store associate could use their mobile device to leave a digital note, message, voice recording, work-order, video, or other such media in a location. The media would be stored on a remote server, but geo-tagged to the location indoors. Read/write permissions could be restricted based on location, in combination with user privi-

lege levels. In addition to digital messages and orders, pictures, SMS text messages, voice messages, or video clips can be set to automatically or manually selected to trigger once a mobile device enters a particular area. Additionally, location based clearances can be enabled to either grant or deny user's access from one space to another based on their clearance level. As an example, light based positioning systems used for location based clearances can be used in but not limited to government or military facilities where radio communications are either not allowed, or not available.

Integration with Third Party Hardware

The digitally associated content can also be triggered by third party services, or hardware applications such as barcode or other optical scanning devices. For instance, a retail employee can scan the barcode of a particular product, receive a location identifier, and then receive a notification about whether or not the product is in the correct place or if it needs to be restocked or priced differently. Additionally, the store planogram for that area could be displayed such that the employee can easily check to see if additional products besides the scanned product are in the correct place and are in stock. Furthermore, the store planogram can be created dynamically as the store employee walks around scanning or viewing additional products. Third party hardware products can assist in this process, such as but not limited to augmented reality vision goggles or bodily worn sensors which view the surroundings and can process what is received and make assumptions, predictions, and suggestions about the current environment.

Location-to-Location Content Mapping

Additionally, if location based services are enabled in a user's home environment, digital content, which correlates to an area of another physical environment, can be invoked and consumed by the user. An illustrative example for a retail environment can be enabled where a promotion or sale of a particular item is displayed to a user in their home environment when they are near the corresponding area, including but not limited to a kitchen, living room, closet, bathroom, or any other domestic space. By understanding the context of the user via their location environment, digital content delivery and search requests can be routed. In other embodiments, location based content can be mapped, or correlated, to similar location environments in different geographical locations. Additionally, location based information can be mapped to users while they are in a moving form of transportation such as but not limited to a vehicle, aquatic vessel, or airplane. Information that is relevant to the user's current location can be correlated to an additional location and used to deliver or suggest viewing of relevant digital content.

Augmented Reality Applications

In other embodiments, augmented reality applications can be created leveraging indoor location. Using indoor location, users can explore environments with mobile devices and receive virtual instructions or location based information to augment the physical environment. Optical based positioning systems are particularly useful for providing indoor location in environments where other services either do not work well, or are not permitted. For example, in large military vessels with large amounts of metallic structures, optical based positioning services can be used in the construction, operation and manufacturing of such vessels. For instance, vessel construction workers could use an optical based positioning system to receive information about what tools, equipment, or building materials are required to perform certain tasks. Additionally, task specific instructions can be delivered to the user in the form of digital content such as but not limited to computer aided drafting designs, security and compliance guidelines, or manufactures instructions and operation guidelines. In this example, vessel construction time can be significantly reduced due to increased construction operations efficiency, reliability, and compliance.

Museums

In another embodiment, a location-based systems can be employed in a museum or gallery setting. Users walking around the museum can be directed to places of interest, and have the ability to receive content based on where they are located indoors. Additionally, users can also leave digital content in the physical location where they have visited. Any type of digital information such as images, video, text, or audio can represent the localized content. Using the location based information, user specific navigation pathways, recommended exhibits, or useful information can be created and delivered to users inside the museum, allowing for personalized experiences. These pathways and recommendations could be created in advance, or dynamically as a user explores a space based on the types of content that is being frequently viewed. In some embodiments, patrons in a museum could participate in a virtual tour or scavenger hunt enabled by accurate indoor positioning. In other embodiments, the location-based content can vary depending on but not limited to patron preference, predisposition, historical preferences, time of the day, day of the week, week of the month, or month of the year.

In museums, patron engagement and physical whereabouts can sometimes be important to facility operators. The information gathered by aggregating user location data can be used by the museum operators to statistically measure what is going on in their facility, in real-time and real-space. To gather this information, each time a mobile device receives a location identifier it can report this information to a server. If network connectivity is not present, the location hit data information can be cached, stored locally, and scheduled for transmission at a later time when network connectivity is reestablished. This act of caching information for use at a later time is well known, and primarily used in forms of Delay Tolerant Networking (DTN).

The museum use case is relevant as patrons are generally accustomed to using mobile devices to learn about the objects and spaces around them. This is important because optical based positioning systems are generally more accurate when the mobile device is physically in view of one or more optical sources. Therefore, scenarios where users have their mobile devices present with an unobstructed view of the floors, ceilings, walls, or neighboring objects is ideal. However, in addition to museums there are many other environments where a light based positioning system can be used to enhance the user experience.

Safety and Construction Applications

Light based positioning systems can also be used illustratively for indoor or underground construction sites where radio frequency approaches are either prevented due to signal interference, or lack of established networking infrastructure. For instance, underground mining operations generally lack established communications infrastructure which are required to support indoor navigation systems, but are required to have electrical and lighting sources installed to provide general purpose power and illumination. In this instance, location based mobile systems can be created and stored locally on a device such that the operator of such a system does not need an active network connection and only needs to be close to an optical location beacon to acquire a signal. The mobile device can come in the form of a hand held

unit, or mounted or attached to an article of clothing, service equipment, or accessory such as but not limited to a helmet, arm band, or back pack.

In addition to construction applications, general safety and emergency response applications are enabled by optical based indoor positioning systems. Optical approaches are particularly effective in environments containing metal walls and thick building materials. Areas such as but not limited to military ships or vehicles, government buildings, underground bunkers, or very large and elaborate houses stand to benefit from optical based positioning systems.

Hospitality

In another illustrative example, indoor positioning systems can be used in environments such as hotels, casinos, resorts, restaurants, conferences, and cruise ships where staff and patron hospitality and loyalty services are desired. These indoor environments are typically designed to hold large numbers of patrons and staff members, have numerous events occurring simultaneously, and can be difficult to navigate. Indoor positioning systems can be used to navigate patrons to particular areas of interest or events, deliver location-based information, and also navigate staff members to work zones or areas needing employee attention. Location systems can also be used by managers to view where people are in real time, such that they can make assumptions and optimizations based on real time traffic flow analysis. Additionally when user locations are known, venue employees can use the system to offer customer service to patrons at any time, and any location.

Once use locations are known in an indoor hospitality space, location based content, promotions, and loyalty awards can be delivered. Using this service, hospitality owners can track and maintain records of user interactions, and reward patrons based on one time, or repeat actions. In other embodiments, location based loyalty games or tasks can be created as part of incentivized venue programs. Additionally, augmented reality applications can be created where a user's digital environment dynamically changes to augment the physical environment.

In other embodiments, location based food ordering and restaurant review applications can be enabled by location-based services. An illustrative example can include a patron entering a restaurant, receiving a notification on their mobile device of where to sit, and how to navigate there. Next since the patrons location is known, a mobile ordering menu can be presented and interacted with to perform the traditional tasks of a restaurant waiter or waitress. Additionally, the user can use their mobile device to request additional services or changes to their order. Finally, the user can review the experience in that location, and share it with third party review services. In turn, the review service can authenticate the validity of reviews, based on receiving notification that the user was actually inside the particular and not simply reviewing the location without actually visiting it.

Travel Environments

Indoor positioning systems can also be used in illustrative travel hub environments. These environments can be embodied by airports, train stations, bus stations, subway stations, or any other environment where users are leaving one form of travel to take another of similar or different nature. Way finding applications are generally useful in these environments, as people can require additional assistance in finding out where they need to go. Using location services, when a mobile device receives an identifier from a LED light source it can use this information to reference a map or other source of location identifying information.

Once the current location of the user is known, navigational instructions can be computed to help direct the user to the required destination. In addition to users' finding where they need to go, this embodiment can also be used to help travel maintenance staff, security officers, or general work force members receive location information about the users in their environment. This can also be useful if user(s) need to be notified or physically located in case of an emergency or event. Using this information, A) the total number of users in a given space can be known and B) each individual user can be located in real time. In the example case of an airport, if a departure gate happens to change, specific users can be notified via their mobile devices, and then directed to the updated location of the gate.

In addition to navigation and content, location based services such as payments, alerts, and safety notifications can also be performed. For instance, once a user's mobile device is verified to be on a particular form of transportation, a service function can be performed such as but not limited to the fare automatically being paid using the mobile device, delivery of a status update or change, maintenance announcement, delay of service, or announcement of general information.

In other embodiments, travel environment operators can have the ability to locate users who are either missing or running late for their particular form of transportation. This helps the travel environment to be more efficient in shuttling users between destinations, and allows for a better user experience for the users. Additionally, travel environment staff can use such applications enabled by light based positioning systems to better maintain their workforce by maintaining records and viewing in real time where their staff physically are correlated with their instructed tasks.

Social Networking

Location based social networking applications can also be created, by using a user's physical world location combined with relevant information from the digital world. Light based positioning systems are generally preferred for micro location "check ins" because the light signal is localized to one particular area, and does not pass through solid objects such as radio frequency based approaches. For instance, mobile applications can be developed which prompt users with location based social awareness statistics about neighboring users in close proximity that have similar interests or other forms of social or personal information. In other embodiments, location based events, notifications, or mobile applications can be presented, invoked, activated, or turned off once a user enters a specific indoor location. For instance, social networking applications can manually or automatically "check in" or perform an action once a user enters a space.

Additionally, location based games and social counting or micro "check in" mobile applications can be created. For instance, real life location based "Pac Man" can be played once a user's exact location is known. Additionally, hide and seek type games and puzzles can be created, using location to verify and inform a user once they enter a designated area. One could even use light based positioning services to create a marauders map, with the indoor location of users updating in real-time. Additionally, notifications can be sent to trusted or untrusted outside users, once a location based check in or action is performed, or digital messages could be left behind in a physical location for others to receive when they nearby. Applications such as digital location based whiteboards or graffiti walls can be created for users to post any kind of digital content and restrict access such that only certain users have rights to read or write to the wall.

In other embodiments, social voting systems can be enabled and tagged to exact locations. For instance and illustrative example could include a classroom voting system where students are able to vote from their currently known locations. Neighboring or remote students would then have the opportunity to vote for or against the raised questions. Finally, the classroom professor would be able to see the listed questions, have verification that they were asked from a student in their particular classroom, then answer the most relevant questions to the class.

We claim:

1. A method comprising:

capturing, by a mobile device in a location and via an image sensor of the mobile device, an image containing a signal broadcast from a light source;

demodulating, by a processor of the mobile device, the signal from the captured image;

processing, by the processor of the mobile device, the signal to determine information corresponding to a geographical location of the light source;

receiving, by the mobile device and from a user of the mobile device, a search query requesting information relevant to the location of the mobile device;

transmitting, via a network adapter of the mobile device and to a search service, the information corresponding to the geographical location of the light source and the search query; and

receiving, from the search service and in response to the transmission comprising the information corresponding to the geographical location of the light source and the search query, the requested information, the requested information constrained by the information corresponding to the geographical location of the light source and the search query.

2. The method of claim **1**, wherein the mobile device user is prompted to enter the search query based on the location of the mobile device, the location of the mobile device being determined based on the information corresponding to the geographical location of the light source.

3. The method of claim **1**, wherein the search service is determined based on the location of the mobile device, the location of the mobile device being determined based on the information corresponding to the geographical location of the light source.

4. The method of claim **1**, wherein a digital assistant for interacting with the mobile device user and directing search queries to the search service is invoked on the mobile device based on the location of the mobile device, the location of the mobile device being determined based on the information corresponding to the geographical location of the light source.

5. The method of claim **4**, wherein the digital assistant is one of an artificial intelligence engine, a virtual hologram, an audio and/or video call to an individual, a text message, or a chat dialogue.

6. The method of claim **4**, wherein the location is a retail environment and the digital assistant directs search queries to an individual based on a location of the mobile device within the retail environment.

7. The method of claim **1**, wherein the location is one of a public building, a factory, a warehouse, a museum, a convention center, a school, a university, a government facility, or a commercial building.

8. The method of claim **1**, wherein the signal comprises a modulated light signal.

9. The method of claim **1**, wherein the light source comprises an asynchronous light source.

10. A mobile device comprising:

an imaging sensor configured to capture an image containing a signal broadcast from a light source; and

a processor in communication with the imaging sensor configured to:

receive the captured image from the imaging sensor;

demodulate the signal from the captured image;

process the signal to determine information corresponding to a geographical location of the light source;

receive, from a user of the mobile device, a search query requesting information relevant to a location of the mobile device;

transmit the information corresponding to the geographical location of the light source and the search query to a search service; and

receive, from the search service and in response to the transmission comprising the information corresponding to the geographical location of the light source and the search query, the requested information, the requested information constrained by the information corresponding to the geographical location of the light source and the search query.

11. The mobile device of claim **10**, wherein the mobile device user is prompted to enter the search query based on the location of the mobile device, the location of the mobile device being determined based on the information corresponding to the geographical location of the light source.

12. The mobile device of claim **10**, wherein the processor is configured to determine the search service based on the location of the mobile device, the location of the mobile device being determined based on the information corresponding to the geographical location of the light source.

13. The mobile device of claim **10**, wherein the processor is configured to invoke a digital assistant for interacting with the mobile device user and directing search queries to the search service on the mobile device based on the location of the mobile device, the location of the mobile device being determined based on the information corresponding to the geographical location of the light source.

14. The mobile device of claim **13**, wherein the digital assistant is one of an artificial intelligence engine, a virtual hologram, an audio and/or video call to an individual, a text message, or a chat dialogue.

15. The mobile device of claim **13**, wherein the location is a retail environment and the digital assistant directs search queries to an individual based on a location of the mobile device within the retail environment.

16. The mobile device of claim **10**, wherein the location is one of a public building, a factory, a warehouse, a museum, a convention center, a school, a university, a government facility, or a commercial building.

17. The mobile device of claim **10**, wherein the signal comprises a modulated light signal.

18. The mobile device of claim **10**, wherein the light source comprises an asynchronous light source.

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